


LIFE

DEMOCRATIC CONVENTION
IN COLOR AND BLACK AND WHITE
THE IMPACT OF ELVIS PRESLEY
THE WEATHER IS CHANGING



**ADLAI STEVENSON
AND MRS. ROOSEVELT**

20 CENTS

AUGUST 27, 1956



That dream castle you may have to wait for ...but not your International Sterling

It's fun to furnish a castle in the air—even though you know it may take some time to make the dream come true...

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wear out or go out of style. And the more often you use your International Sterling, the lovelier it grows!

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International Sterling The solid silver with beauty that lives forever

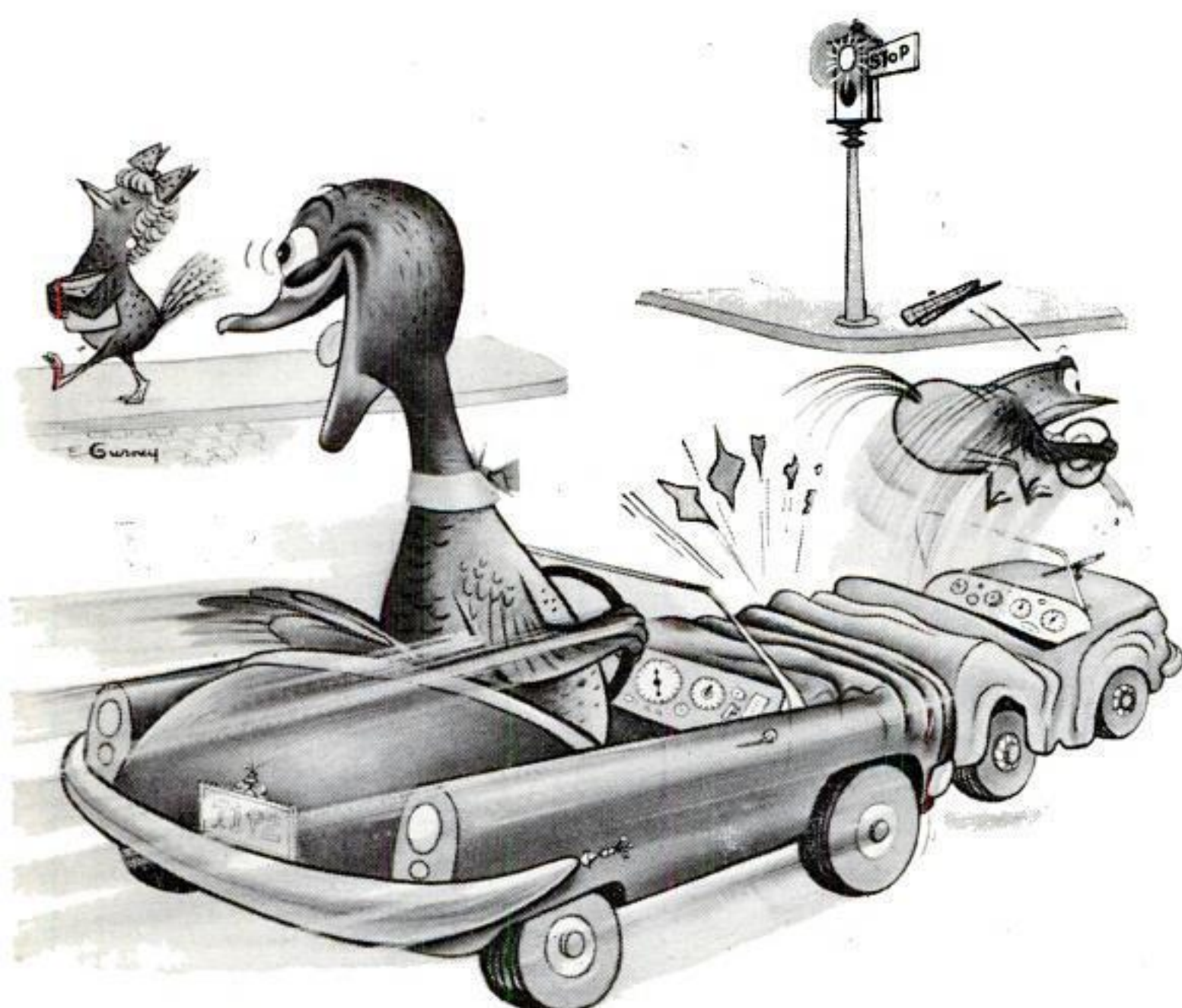


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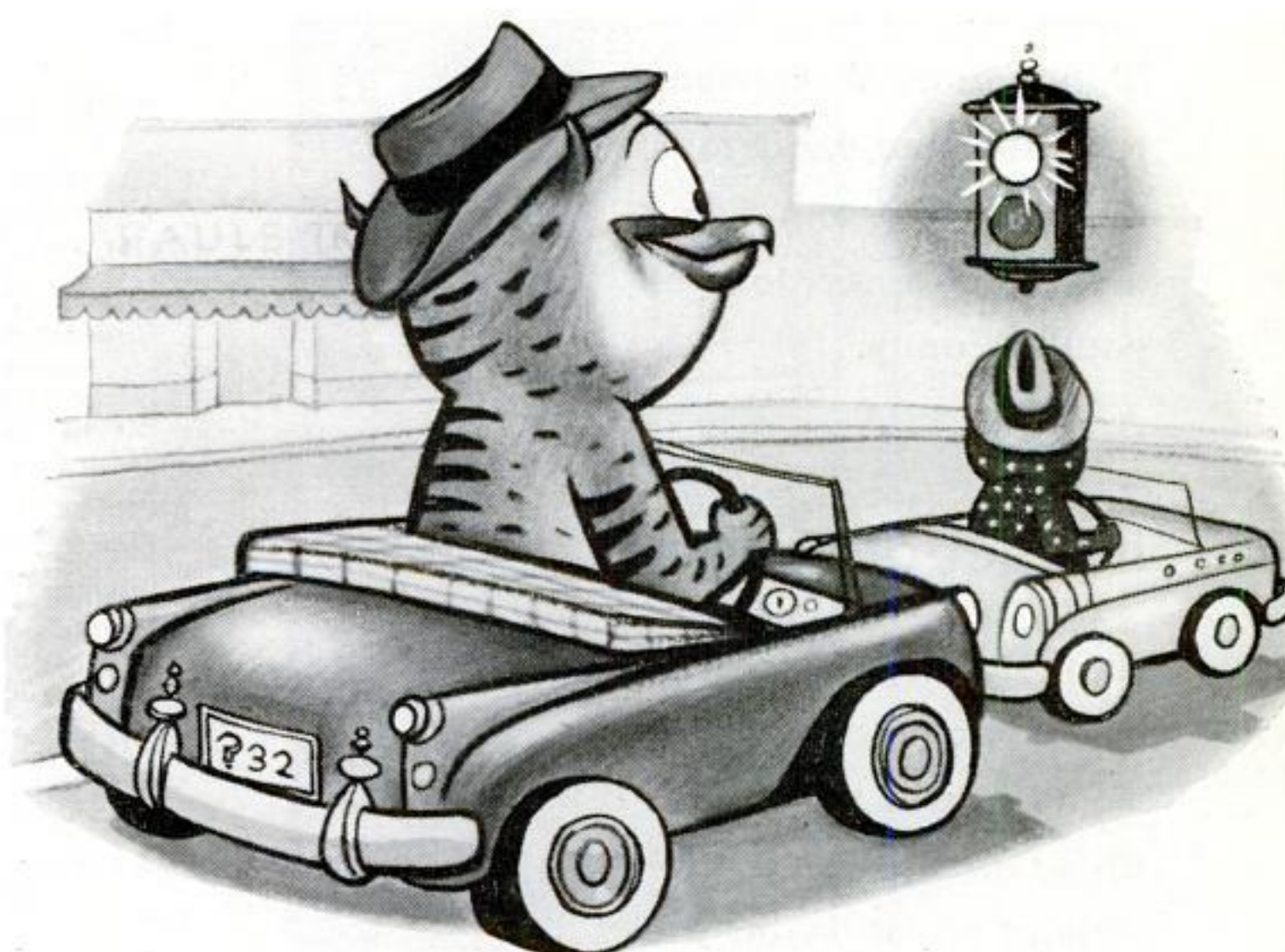
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a series by Ethyl Corporation



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It's smart
to use
premium
gasoline



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ATQU-PZO-JCP6



REG. U.S. PAT. OFF.

The new Democrats 20

LIFE presents a Democratic party which, in the high drama of convention, silenced dangerous disagreement and hammered out a new look of youthful unity.



NOMINEE STEVENSON

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Skeptics can say what they like, but the U.S. is getting warmer, stormier. LIFE's Herbert Brean explains theories on what causes weather change.



SUMMERY DECEMBER

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Flanked by Mrs. Roosevelt and surrounded by pretty volunteer workers (cousin Helen Stevenson has hand on his shoulder), the Democratic nominee beams in Chicago (see pp. 20-35)

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Let your own taste prove what scientists have confirmed in the laboratory. Beer or ale in the new Quart Bottle has it all over other nonreturnable containers . . . for cold-retention, for flavor. For instance, these Party Quart Bottles keep beer *cool* 93% longer than 12-ounce cans.



Glass pampers the flavor peak of fine beers and ales. Prove this, too. Just let your favorite beer or ale aerate by bubbling freely down the neck of the bottle, over the bottle's clean lip, straight into a glass. Let it form its natural head. With the first refreshing sip you'll notice the difference in flavor.



Party-Size Quart Bottles are the "life" of the party— 5 glasses of beer at its best. If you are like most hosts, the Quart Bottle will be your favorite. While you are visiting or watching TV, it keeps beer within the just-right 40- to 50-degree temperature range far longer than when each person has a separate small container.



Look for the words:
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NO RETURN**

Glasses illustrated are Libbey's beautiful Tempo pattern.

Serve these PARTY-SIZE GLASS BOTTLES
this weekend — you don't have to take 'em back!

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Perfectly matched dancing partners (in sizes 3 to 6x, 7 to 14) left to right, jumper, 6.95 and 8.95, scallop shirt, 3.95 and 4.95. Plaid skirt, 4.95 and 6.95, plaid-yoked shirt,

3.50 and 3.95. Slacks, 4.95 and 5.95, giraffe-emblem shirt, 3.50 and 3.95. Pleated skirt, 4.95 and 6.95, knit trim shirt, 3.50 and 3.95. (Prices are slightly higher in Canada.)

It's child's play to choose partners with Sacony Separates

It's easy to mix-and-match these smart wools! Everything comes out just right because Sacony colors and trims go together.

These four outfits make sixteen different changes. Any two make four changes. One smart way to mix-match them is in Sacony's new red-grey-and-white color scheme. Skirts, jumper, slacks come in crisp flannels, tops are soft jerseys. Fun for the girls. Fun for you because your darlings can dress themselves (not even a zipper to zip!)

These warm woolens wash beautifully, too—fit perfectly with Sacony's famous adjustable elastic waistbands.

And girls—be on the lookout for Sacony Sue, the doll in the picture. See her in store windows. Go in and ask for the brand-new free comic book, "A Heart For Sue." For the store nearest you, write to Sacony, College Point 56, New York, or 423 Mayor Street, Montreal.





TALE OF TWO TELEPHONES

IN BOSTON they mix sentiment and progress rather nicely. Take the old wall telephone on the left. It has served faithfully in Boston's City Hall for 64 years. Everytime the telephone company has sought to retire Old Faithful, the city hall folks have said, "Please let it stay, we're fond of it." And, that's the story of *one* telephone.

Now, the *other* wall telephone has just been installed in one of the fine new homes of the Boston area, and is beginning a long and useful life. Nobody now believes that it will be called on to serve for 64 years ... *but it probably could if it had to!*

And that's a statement we believe in...for Western

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As the manufacturing and supply unit of the Bell System, we build quality into all the things we make for your Bell telephone company...wire and cable, telephones, central office switching equipment... because all must work faithfully and efficiently when you use your telephone.

Indeed, as part of the System we share its goal: to provide you with good, dependable telephone service ... and at low cost.

Western Electric



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UNIT OF THE BELL SYSTEM



Redstone... new U. S. Army surface-to-surface guided ballistic missile that thinks for itself. Follows supersonic lanes to remote objectives, packs an atomic wallop—if needed. Designed to put distant targets within U. S. artillery range, it can be moved rapidly to far-off firing points, readied for action in just hours. Redstone, the largest missile ever to fly, makes a significant contribution to the U. S. defense program. *Havoline Special 10W-30*, the motor oil that thinks for itself, makes a significant contribution to engine protection and efficiency.

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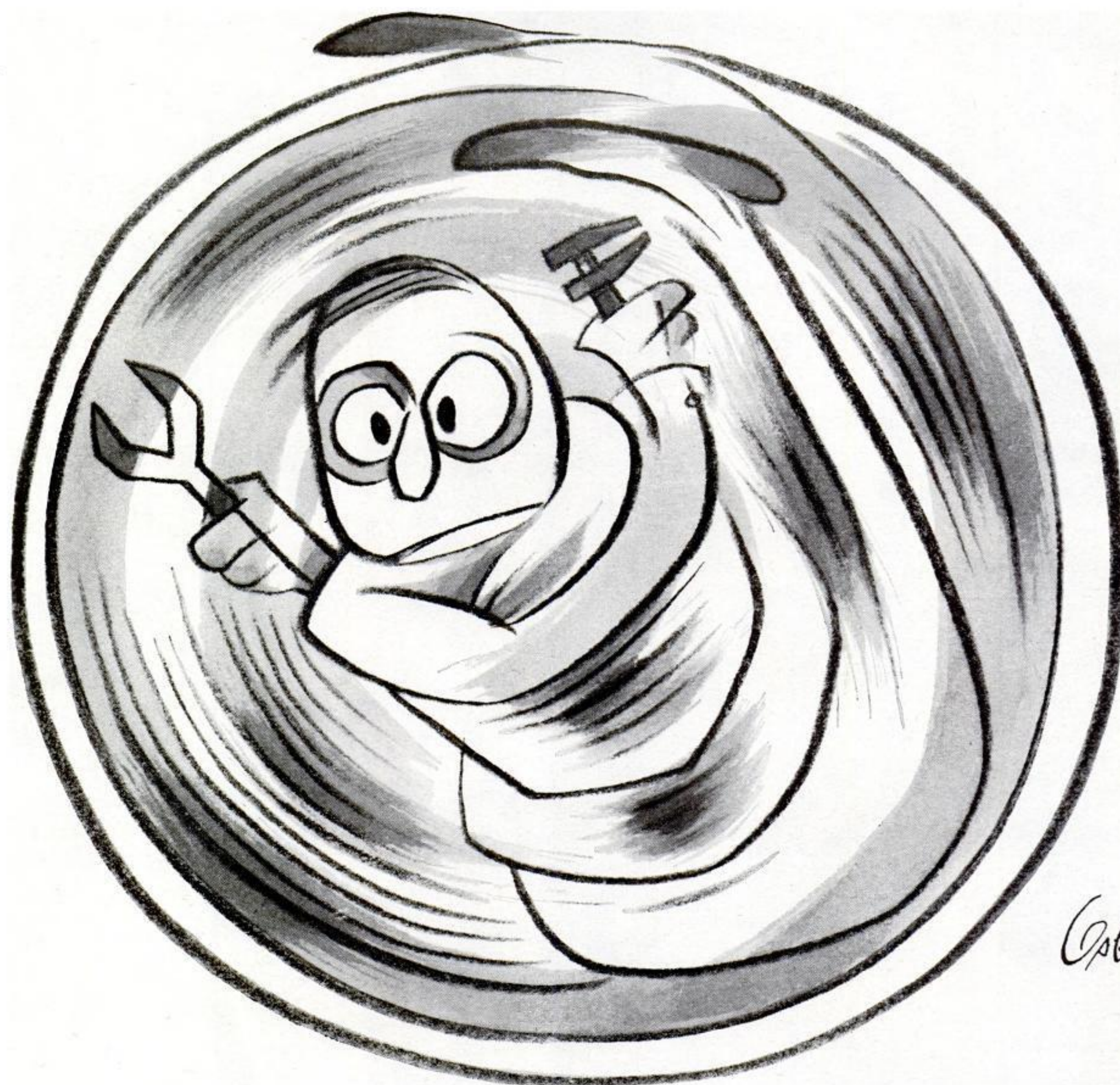
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Right here and now we will say that even the best of appliances—*anything with moving parts*—needs attention once in a while . . .

. . . even General Electric appliances.

But don't you fall into a trap.

Don't let "any" mechanic play with your appliance. Don't let *poor* appliance service get you in a whirl.

Play it smart and safe.

If your appliance is ever in need of repair, leave it to the experts. Put the burden on *them*.

Just reach for your phone and call your local authorized G-E Appliance Service Technician.

He is a fully trained professional who *knows* your appliances . . . refrigerator, dryer, room air conditioner or freezer.

He has the expert skills, the genuine G-E parts to place your appliance in fine working order—in the shortest possible time. Service costs are moderate, too. Your appliance is repaired right, at a reasonable price.

For the name and address of your local authorized General Electric Service organization, look in the classified telephone directory.

General Electric Company, Product Service, Appliance Park, Louisville 1, Kentucky.

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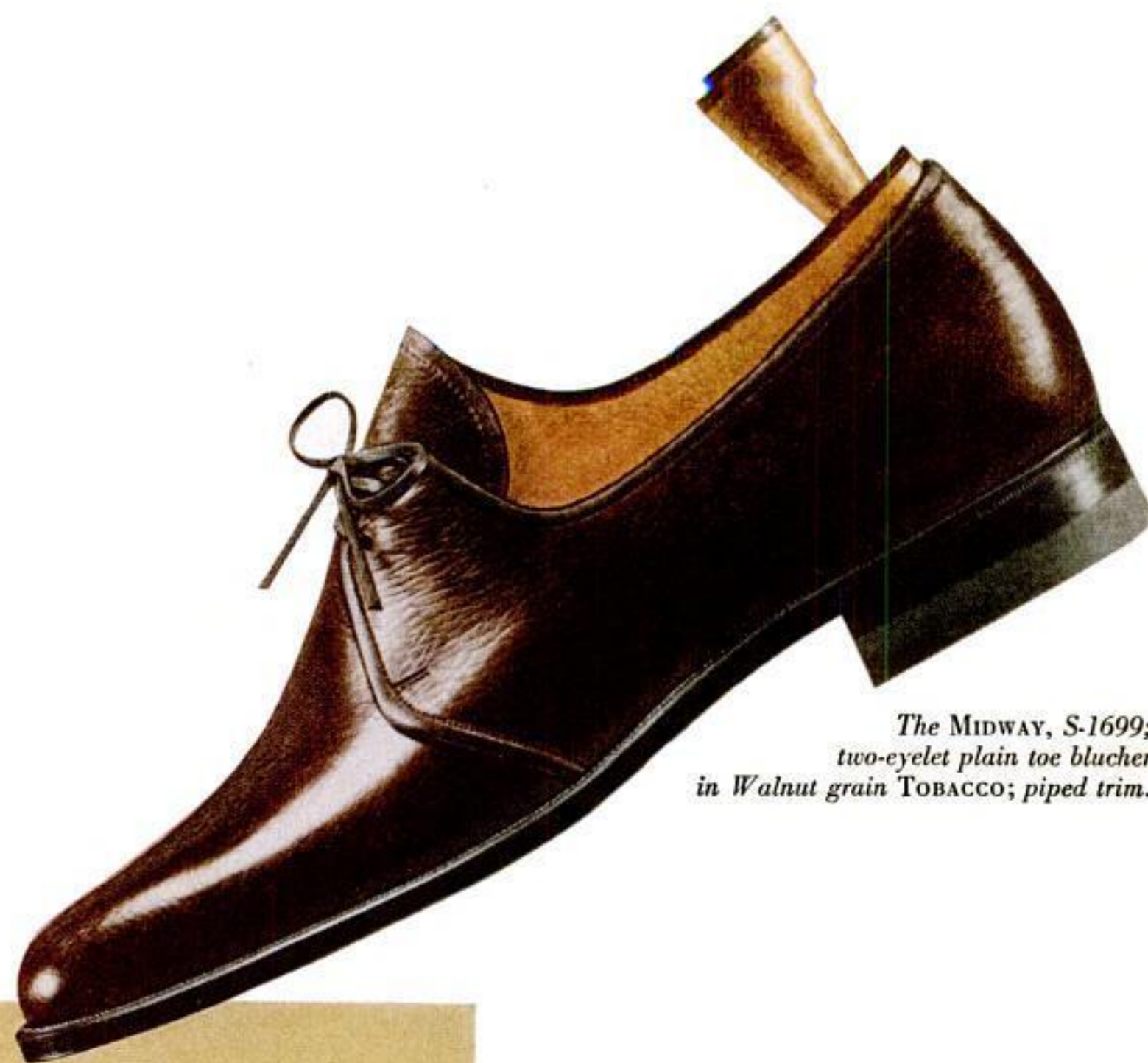
**The Professor says: Science proves Durene cotton yarn provides greater comfort
all day long and all year long than most other cottons and all man-made fibers.
On garments of any make, look for this label:**

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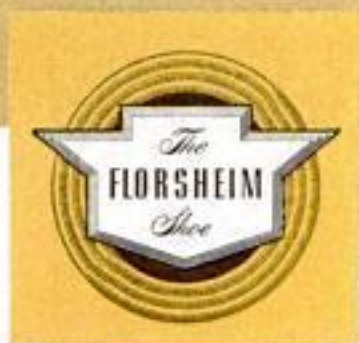
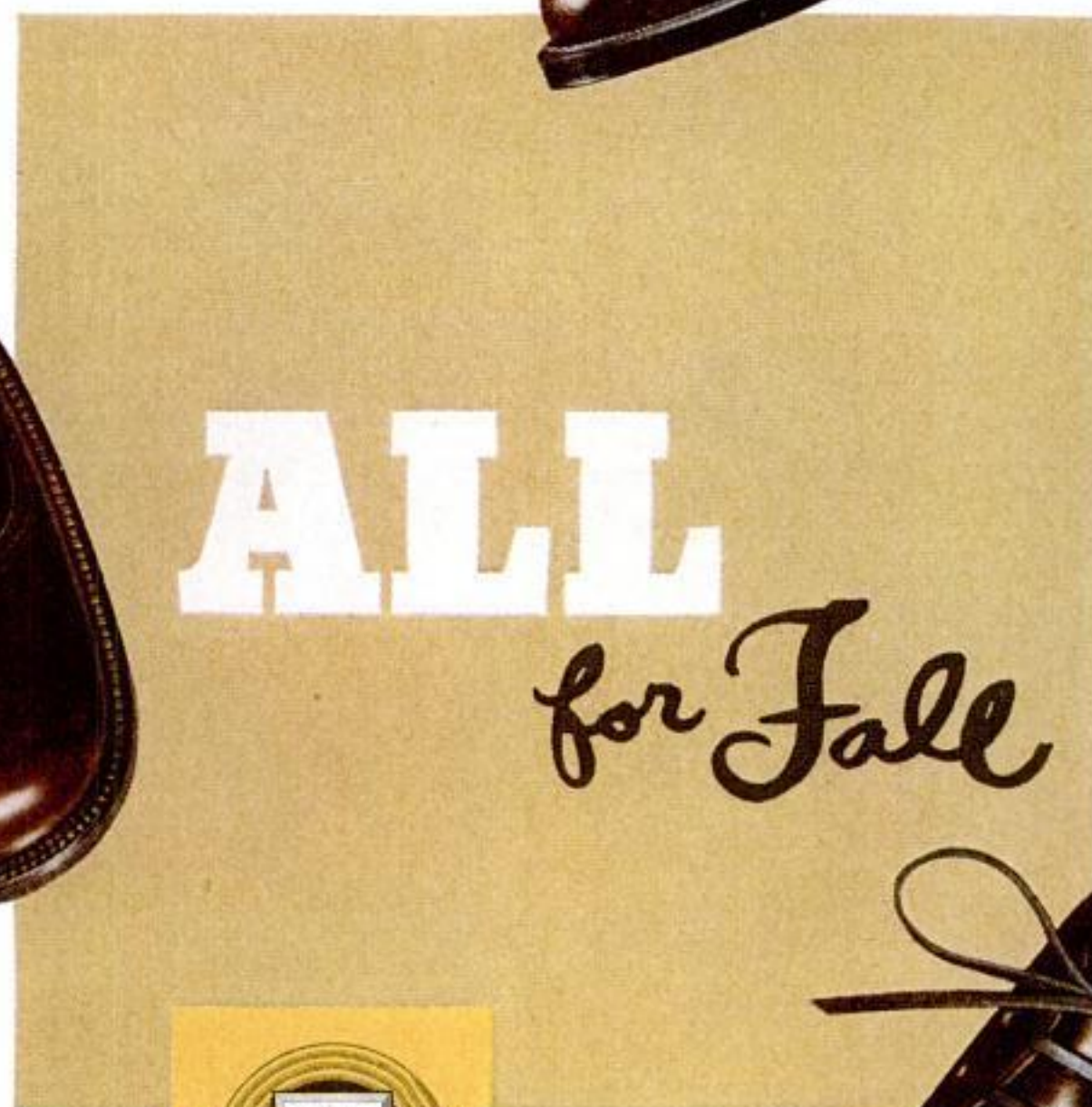
The cotton yarn that makes a science of comfort



*The LOTOP, S-1641;
three-eyelet U-wing blucher
in smooth TOBACCO calf.*



*The MIDWAY, S-1699;
two-eyelet plain toe blucher
in Walnut grain TOBACCO; piped trim.*



*The SORRENTO, S-1697;
three-eyelet turned front blucher
in smooth TOBACCO calf.*

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W



It's hard to wait when it's
WILSON

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LETTERS TO THE EDITORS

AN EPIC SEA RESCUE

Sirs:

Congratulations on your story of the *Andrea Doria* ("An Epic Sea Rescue," LIFE, Aug. 6). This was indeed the best I have ever seen. The cover was certainly a striking example of your excellent coverage on events of great importance.

W. D. STILLINGER

Columbia, S.C.

Sirs:

The American public has come to expect that LIFE will perform the unexpected, the daring, the touching, the thought-provoking and the improbable in its coverage of new events. I congratulate you on having achieved the impossible in your coverage of the sinking of the *Andrea Doria*.

GEORGE B. EAGER

Charlottesville, Va.

Sirs:

In your coverage of the sinking *Andrea Doria* you failed to mention one of your prettiest cover girls,



DORIA VICTIM

Frances Dade de Figueras Thieriot, who was lost with her husband.

MARIAN MILLER FORD

San Mateo, Calif.

● Mrs. Thieriot, who appeared on LIFE's cover Oct. 6, 1952 as part of a story on the San Francisco Opera opening, and her husband were in cabin 180 where the *Stockholm's*

bow struck. Their son Peter, 13, who had another cabin, survived.—ED.

MY CONFESSION: PART III

Sirs:

Have you ever played hooky from school and gone to your secret hideout to lose yourself in wars and great adventures? "My Confession" (LIFE, July 23, 30, Aug. 6) made me think of the days in which I used to sit and dream of such adventure. The only difference is that Sam Chamberlain lived his.

FRANK E. BRYANT

Cleveland, Ohio

Sirs:

The Chamberlain story, happily at an end, with its conjured melodrama and psychotic daubs, proves uncontestedly that no one portrays others as nobly as himself, when he is uncritically his lone biographer.

BERNARD A. KOSICKI

Middletown, Conn.

Sirs:

Sam Chamberlain's "Confession" beats anything I have ever read, and he made a monkey forever out of any subsequent GIs as to living a charmed life, both

physically and romantically. Hooray for Sam! Would that I could have done the same. I almost cried when the story ended so abruptly.

H. A. PORTER

Kenmare, N. Dak.

Sirs:

Your discovery of Sam Chamberlain's "Confession" is of much interest to lifelong students of the history of the war for Texas independence and our Mexican War.

While it would be impossible to check Sam's accounts of his amours and ability with the saber, the historical data he supplies tallies with fact. Names given are identical with those in Cadmus Wilcox's rosters, and events are just about as described by Giddings, Kearney, Anderson, Henry, Carleton, Reid and other soldier-author contemporaries.

COLONEL G. H. COLLINS (RET.)

Oakland, R.I.

Sirs:

As an artist I am interested in Chamberlain's sketches of the Mexican War. The movement Chamberlain put into the figures of horses and men is extremely well done.

MARGUERITE THRELFALL

Decatur, Ill.

Sirs:

John Glanton is the outlaw who twice attempted to assassinate my grandfather, the Rev. John McCullough (Princeton, class of 1833), in San Antonio. Glanton had a misunderstanding with my grandfather, a Presbyterian minister, over a building lot. One day in 1846 Glanton got roaring drunk and rode over to the house McCullough was sharing with the Rev. James Young, a Methodist minister.



GLANTON KILLS RANGER

He rode his horse into Young's room, covering him with a six-shooter before he saw he was aiming at the wrong man.

He then rode around to my grandfather's door, opened it, and fired. The bullet passed through my grandfather's hat. My grandfather slammed the door, but Glanton fired again, right through the door. Again Glanton's bullet passed through my grandfather's hat.

Are there any other pictures of Glanton and gang other than those you published?

W. W. MCCULLOUGH

West Chester, Pa.

● Chamberlain painted this picture of Glanton killing a tall Texas Ranger (above) in a fight described in Part I of "My Confession" (LIFE, July 23).—ED.

Sirs:

As the granddaughter of Samuel Chamberlain, I would like to make a correction. My grandmother's maiden name was Mary Keith, not Mary Keefe as you stated on page 86.

MRS. TRANCEITA BUXTON

Annisquam, Mass.

THE VICE PRESIDENCY HAS CHANGED

Sirs:

Your editorial on the changed status of the vice presidency is an excellent statement of the situation ("The Vice Presidency Has Changed," LIFE, Aug. 6). The Vice President has become an almost indispensable aid to the President, and as such should be chosen by the President.

It is, however, a violation of democratic government for one man to have the power to name a possible President. The solution would be to accept former President Hoover's suggestion to have more than one Vice President in Washington.

In that case the President could select his vice presidential assistant, but the Vice President to succeed him would compete for nomination by his party.

DOROTHY NELSON

Glenview, Ill.



ROBINSON AS TABOR, BEBE DANIELS AS BABY DOE

BABY DOE AND HER SILVER KING

Sirs:

"Baby Doe and Her Silver King" (LIFE, Aug. 6) makes no mention of the movie, *Silver Dollar*, based on this story and filmed in 1932 by First National. It featured Edward G. Robinson and Bebe Daniels.

FITZROY DAVIS

New York, N.Y.

THE BEST ANSWER TO NASSER

Sirs:

Your editorial writer should watch his language ("The Best Answer to Nasser," LIFE, Aug. 6).

The Arabs themselves are Semites, so it is hardly possible they could be guilty of "anti-Semitism."

KENNETH R. ANDERSON

Nederland, Colo.

STASSEN'S BIG STUMBLE

Sirs:

"Stassen's Big Stumble" (LIFE, Aug. 6) is baloney. He had every right to speak his mind. His stand also suggests the independent attitude in the country which refuses to accept the dictates of the party chairmen.

ROBERT P. FEARRIEN

Paulina, Ore.

NUNS IN A MUSICAL FROLIC

Sirs:

What a kick I got out of seeing the good sisters at play ("Nuns in a Musical Frolic," LIFE, Aug. 6). With years of their magnificent guidance behind me, it was wonderful to have you catch them as the darlings I have known them to be.

MARYLOU MANION GATENS

Iowa City, Iowa

MISCELLANY

Sirs:

Evidently the people in California and in the West must be lacking in imagination to allow the old Los Angeles trolley cars to be piled up in tiers and junked (Miscellany, LIFE, Aug. 6).

These old trolleys make excellent playhouses, snack bars, summer houses and even chicken coops.

JOE PEARMAN

Closter, N.J.

● A Los Angeles County statute forbids sale of old streetcars for anything but junk. However, the trolley seats are now in a San Francisco theater.—ED.

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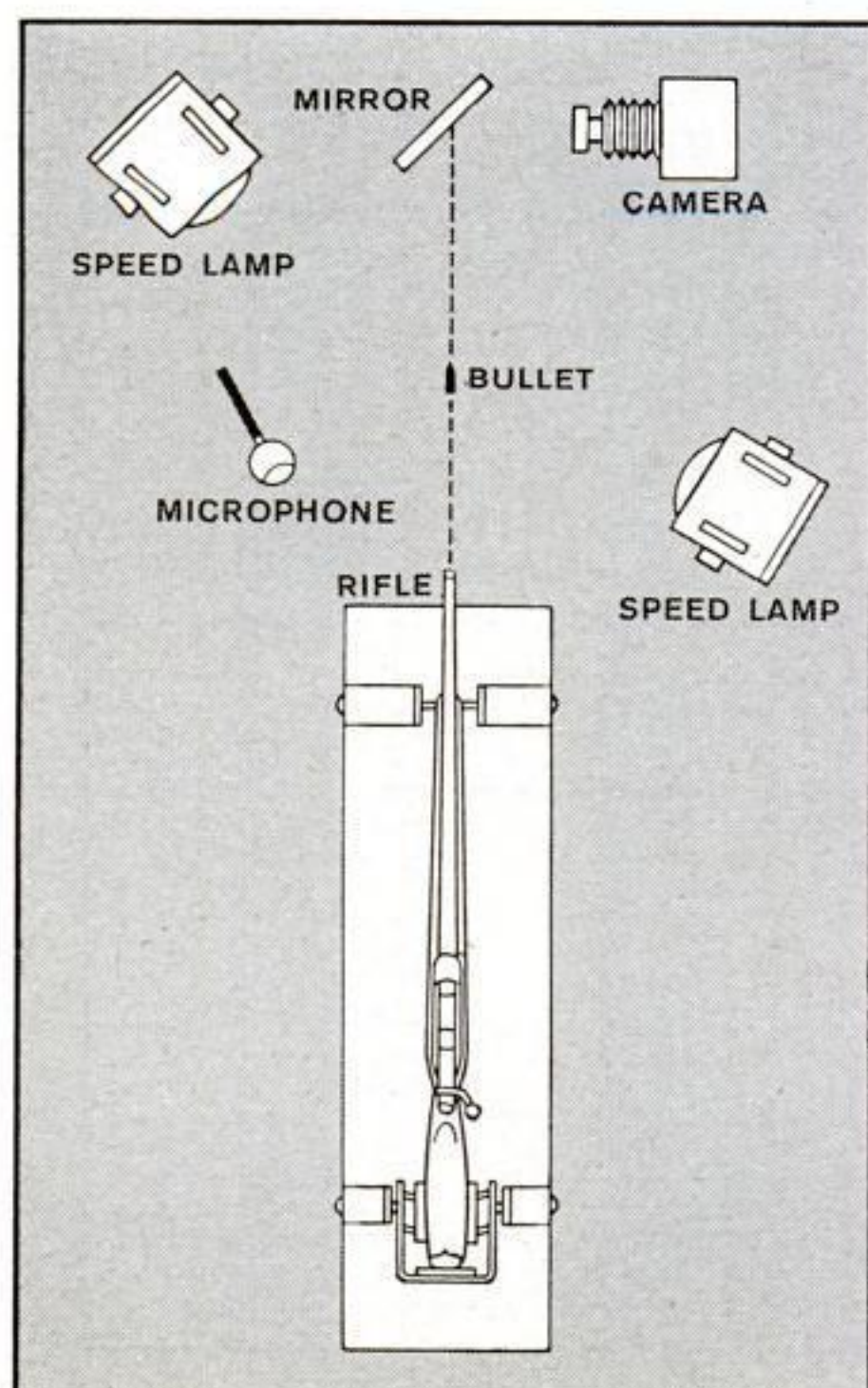
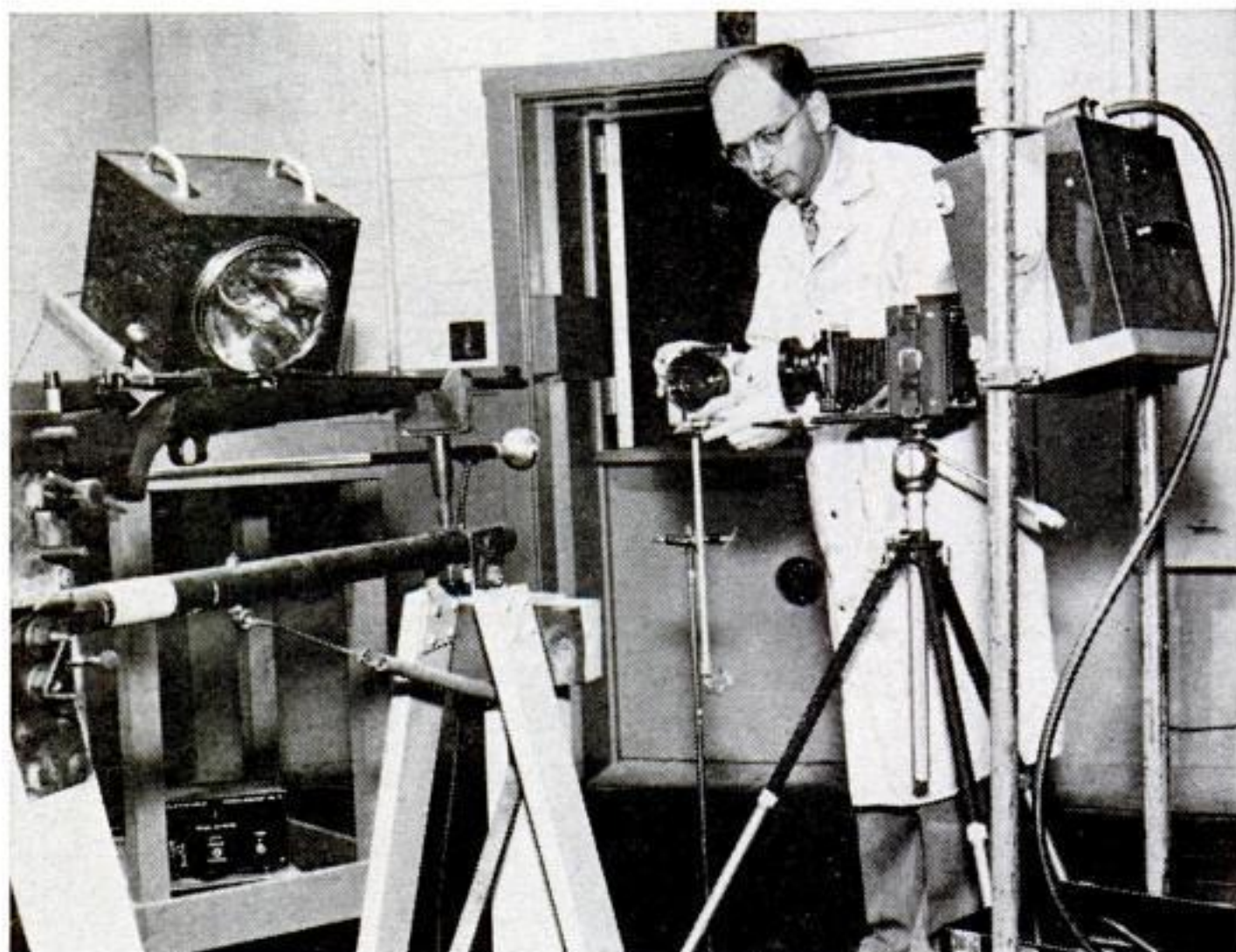
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PORTRAIT OF A BULLET HEAD ON

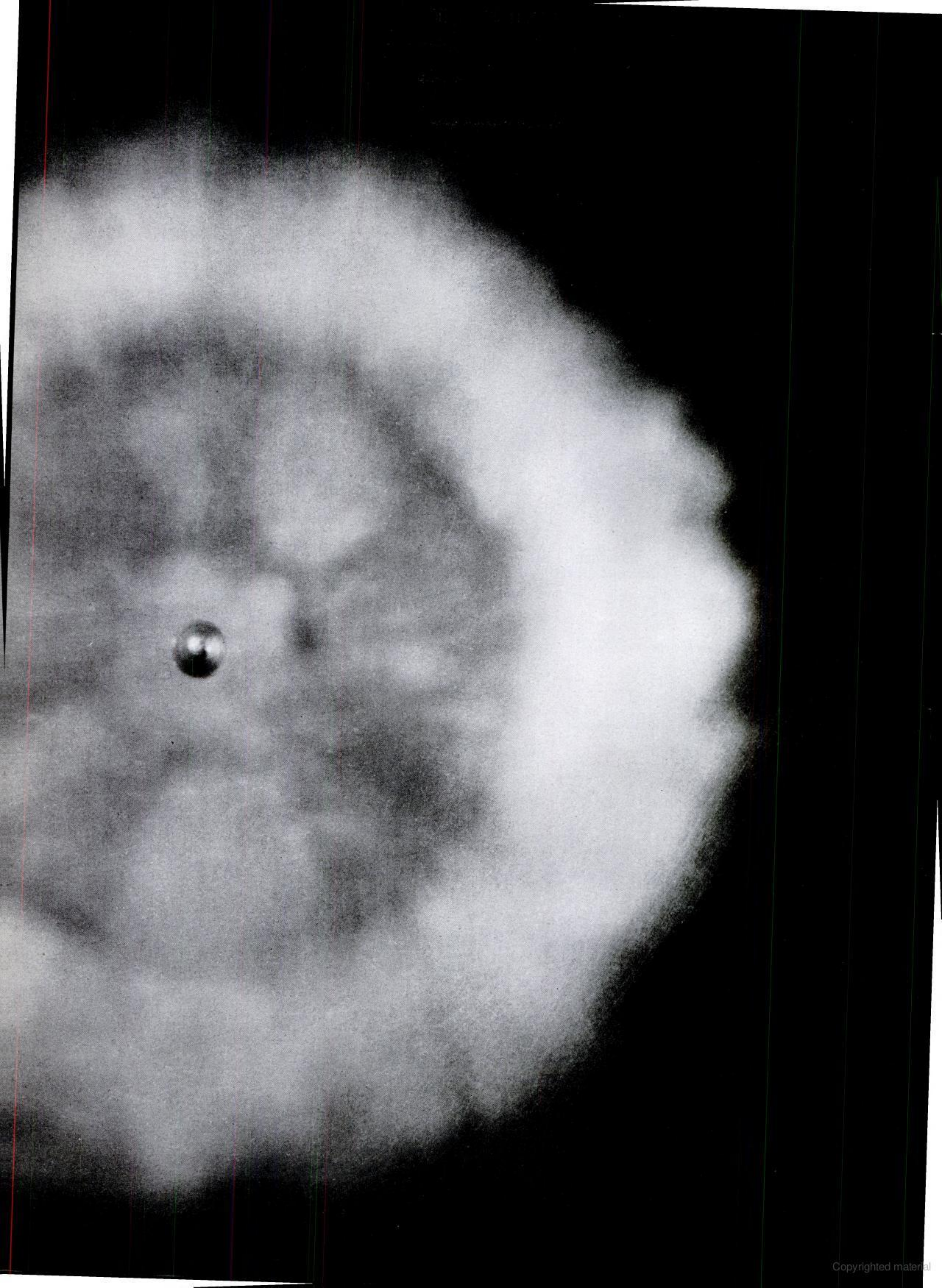
In a concrete-shielded ballistics laboratory at Winchester-Western in New Haven, Conn., the shot of a .30-06 rifle rang out and a camera photographed the smoke-ringed bullet as it hurtled through the air at 1,840 mph, seemingly right toward the lens. The remarkable photographic result shown at right was the work of Lawrence Faeth, who has spent 11 years studying the flight of bullets with high-speed photography, but always from the side. Then Faeth became obsessed with the idea of photographing a bullet head on. To achieve this, he mounted a mirror in front of a rifle and at a 45° angle to it (*see diagram below*). Then he aimed his camera at the mirror so it looked down the barrel. When the rifle was fired, speed lamps lit the bullet a moment before it shattered the mirror.



SETTING MIRROR, reflecting the lens of camera, Faeth adjusts it on a stand in front of rifle. Faeth fired the rifle with lanyard from next room.

IN FLIGHT, the bullet, framed by ring of expanding gases, reflects the light from the speed lamps on either side of it. Here the bullet is twice actual size.

FAETH'S SYSTEM uses a microphone which detects the rifle's report, employs the sound to trigger the speed lights. The camera shutter is kept open.



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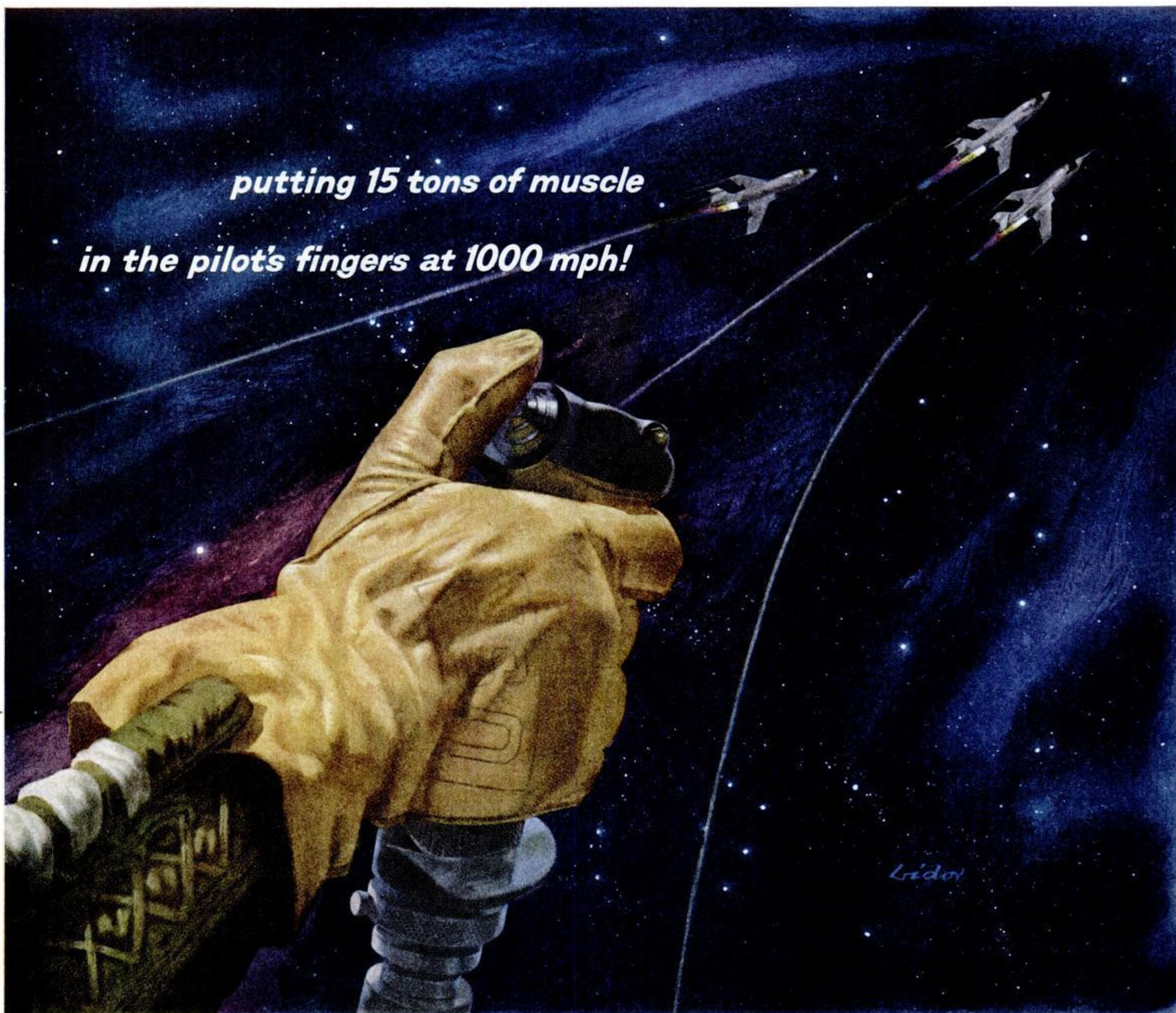
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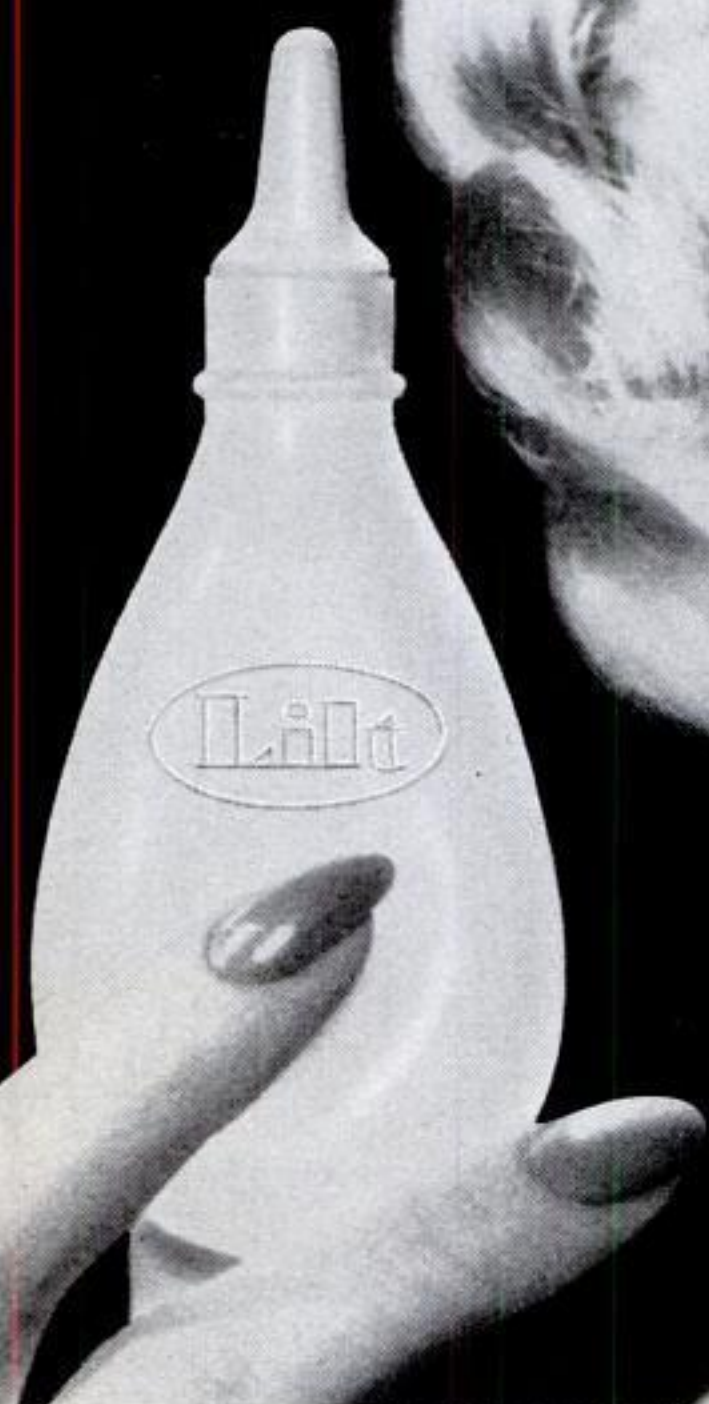
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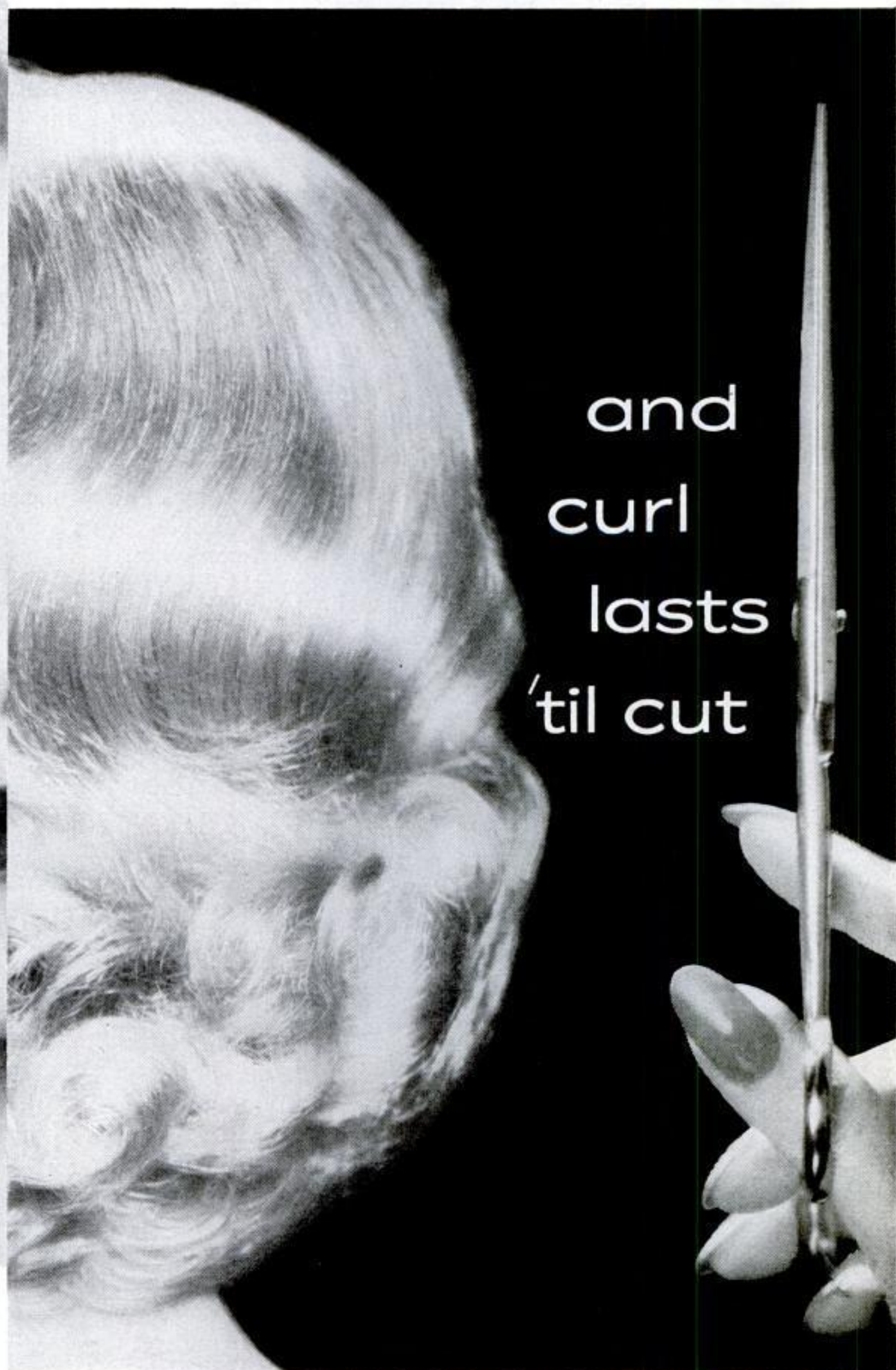
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A DEMOCRATIC PARTY OF YOUTH AND UNITY



CALISTHENICS, as Stevenson called them, find Senate Leader Lyndon Johnson raising arm on dais.



ROOSEVELT GRIP by Jimmy, a California congressman, is returned by vice-presidential nominee.



NEW JERSEY COMER, for whom party has big hopes, Governor Meyner, takes bow with Stevenson.

It looked, someone wrote, like an "orgy of harmony"—and so it was. To the podium in Chicago's steaming, screaming International Amphitheater came the old rivals, Adlai Stevenson and Estes Kefauver, now dramatically united as the Democratic party's 1956 running mates. Joining hands with them in a believable show of unity were men who had fought them most bitterly only a few days before.

This was a surprising conclusion for a convention that began in dissension. Harry Truman, mistaking his popularity and prestige for political power, had tried to derail the Stevenson bandwagon and had thus opened the possibility of a divisive intraparty fight. The party's northern and southern wings seemed to be split over civil rights (*see editorial, p. 36*).

But in the quiet battles fought in the suites and corridors of Chicago's hotels the Stevenson forces, headed by wily Jim Finnegan (*pp. 26, 27*) had held the delegates in line for their man and for a compromise of the major issue. The civil rights fight collapsed with only token resistance.

In his triumph Stevenson became unquestioned boss of the party. Under him leadership passes from the old Truman wing to vigorous young men—many shown here as they shared the podium with the candidates.

The winner proved his new strength and imagination by daring to ask immediately that his running mate be the convention's open choice, not his. The move gave the convention its most suspenseful moments (*pp. 30, 31*). It also produced what most observers agree is the strongest opposition for the G.O.P.

"Four years ago," said Stevenson in his acceptance speech, "we lost. This time we will win." Inherently among Democrats there are still divisive elements but, win or lose, Stevenson had given the party new vigor, plus belief in itself. The party has a new face, and on the following pages LIFE shows how this happened.



TENNESSEE UNITY is demonstrated by Governor Clement and Senator Gore between the candidates.



COMBATANTS JOIN AS AN ARCH HARRY TRUMAN

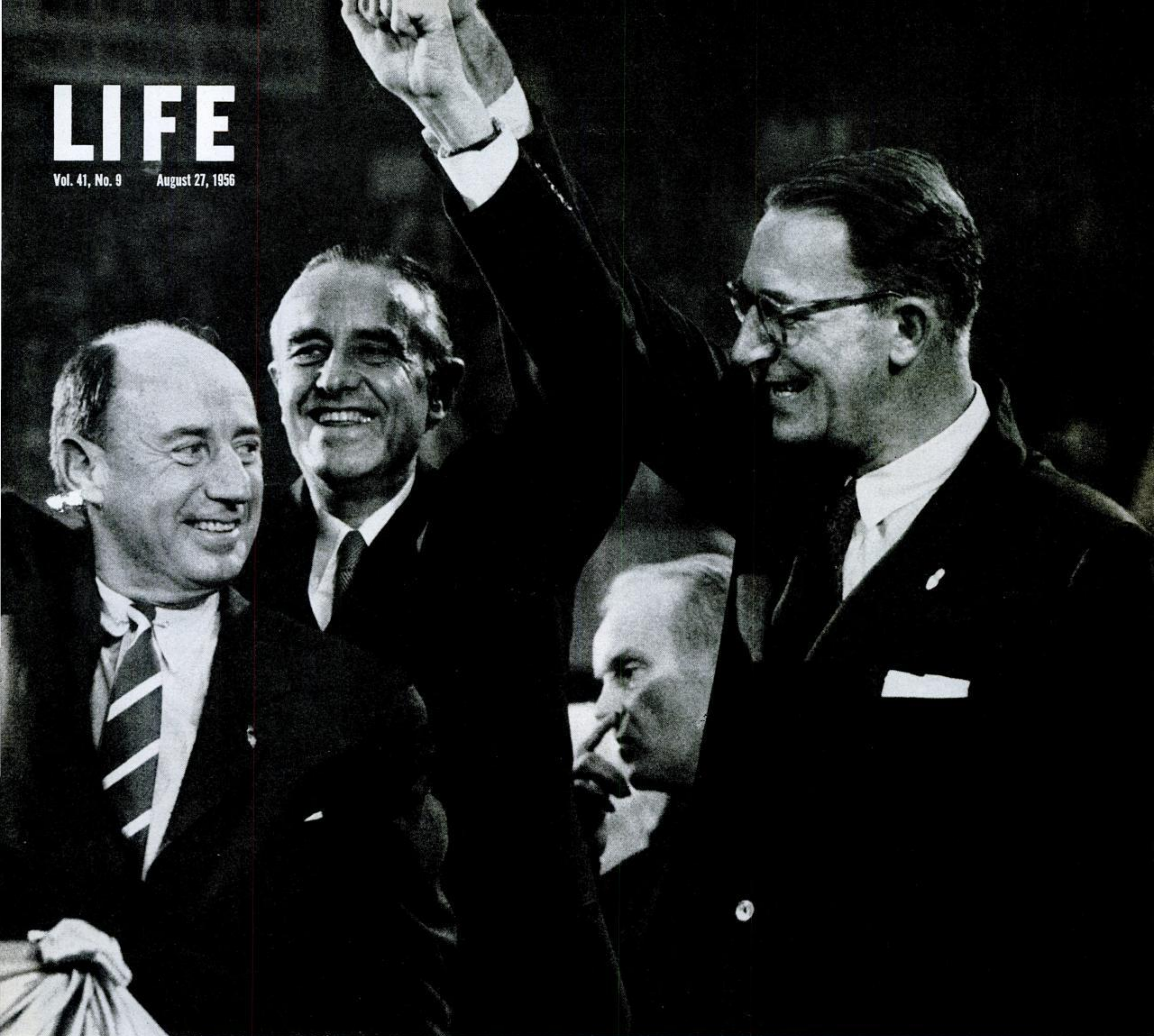


THE STEVENSON FAMILY makes an attractive picture on the rostrum. Left to right are Adlai Jr.,

LIFE

Vol. 41, No. 9

August 27, 1956



AND HIS DEFEATED PROTÉGÉ, HARRIMAN, STAND WITH STEVENSON AND KEFAUVER. PAUL BUTLER, RETAINED AS NATIONAL CHAIRMAN, IS IN THE BACKGROUND



a law student, his wife Nancy, John Fell, a Harvard undergraduate. A third son, Borden, is in the Army.



MICHIGAN FIREBALL, Governor Williams, takes his turn on podium. He has been elected four times.



MASSACHUSETTS GLAMOUR is represented by Senator Kennedy, who very nearly beat Kefauver.



EMBRACING STANDARD, Congresswoman Iris Blitch is saluted by Georgia delegates before speech.



HIDDEN TALENT, Congresswoman Leonor Sullivan is obscured on rostrum by her state standard.



PLAYING PEEKABOO with Minnesota's sign, Rep. Coya Knutson acknowledges home state applause.



HITTING THE KEYNOTE, his arms raised, Frank Clement asks, "How long, O people of America, will

you permit the welfare of democracy to be pounced on here in the homeland and gambled on abroad?"

AT THE OUTSET, ORATORY AND SPECTACLE

In a long-honored tradition the convention began in an outburst of oratory. In his keynote address on Monday night Tennessee's 36-year-old Governor Frank Clement pulled out all the stops of demagoguery in a windy assault on the Republican administration. He assailed Vice President Nixon as "the Vice-Hatchetman slinging slander and spreading half-truths while the Top Man peers down the green fairways of

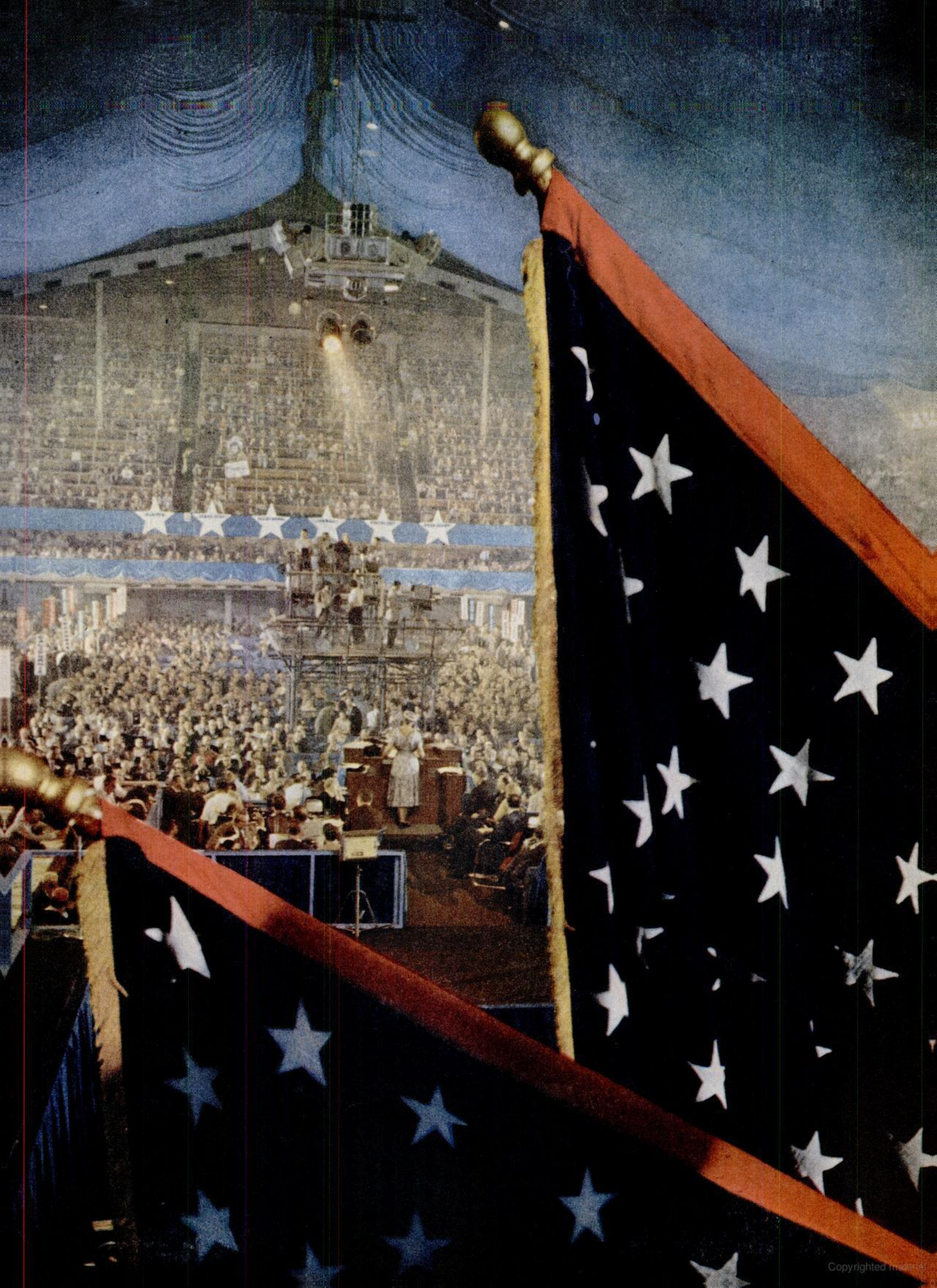
indifference. . . ." He said Secretary of State Dulles "fiddles, fritters, frets and flits." In a final rodomontade he shouted, "Precious Lord, take our hand, lead us on."

A striking contrast to Clement's bombast was provided by Mrs. Eleanor Roosevelt, who followed Clement, adjured the party not to look to the past but ahead. "You must be a great people," she declared, "with great objectives."



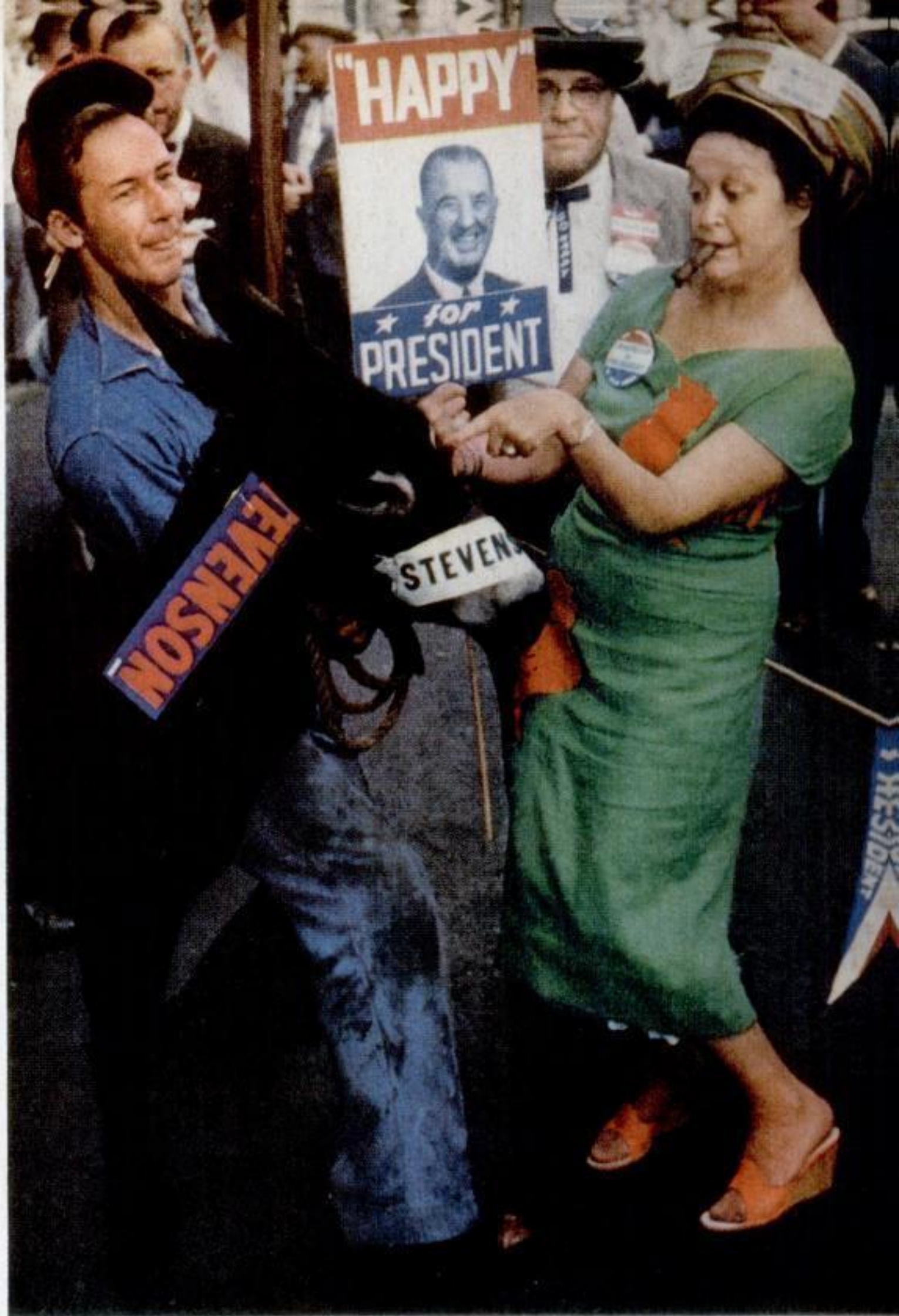
KEYNOTER'S KINFOLK, his wife Lucille (left) and mother, Mrs. Robert Clement, watch as Clement

delivers his address. One of the best looking women present, Lucille, 36, was a belle of the convention.

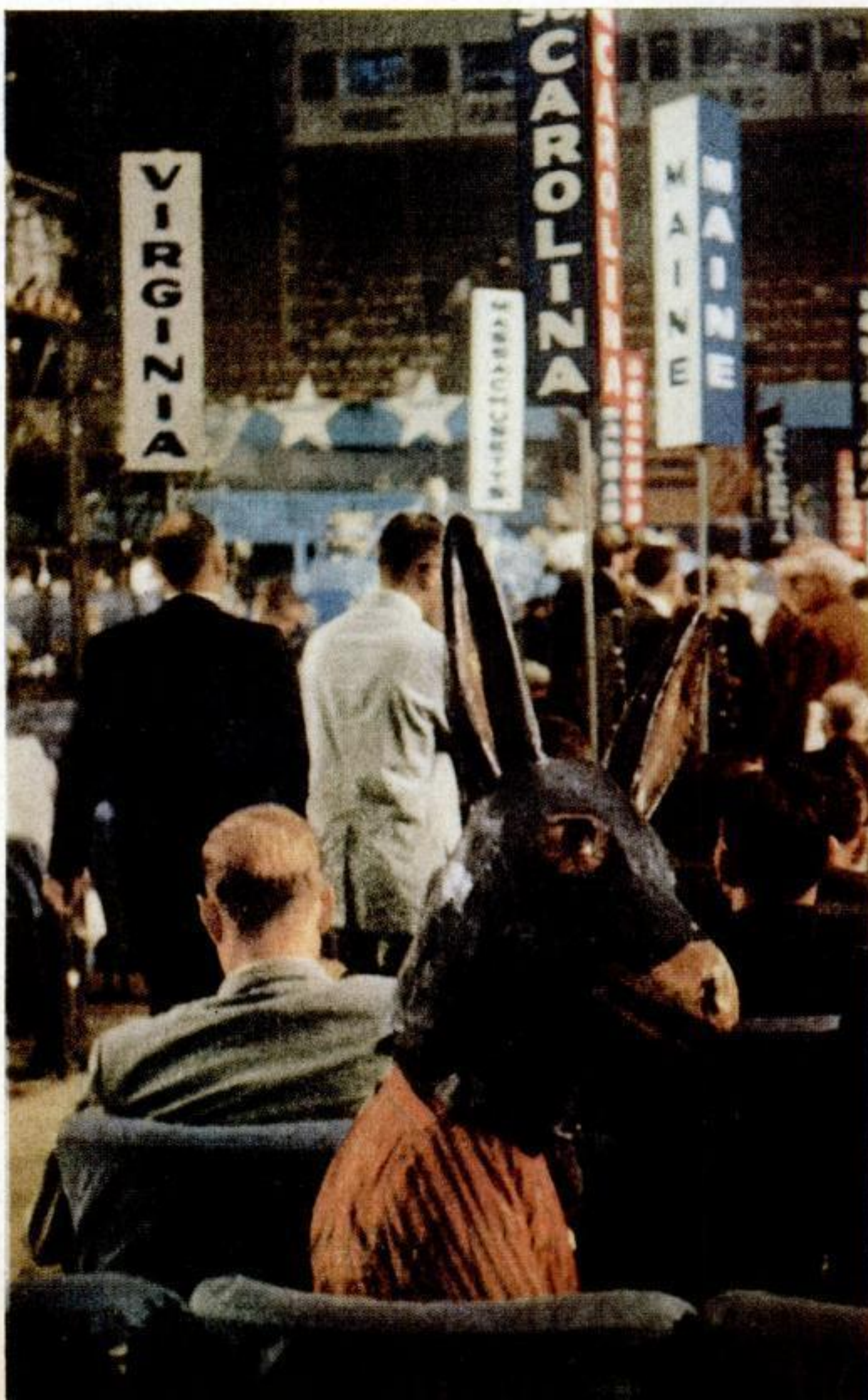




NON-PARTISAN PIN-UPS, girls, aided by a 200-pound St. Bernard dog, wear swim suits studded with Pepsi-Cola bottle-tops and offer badges reading, "Relax!"



UNWELCOME DONKEY, a Stevenson mascot at a Happy Chandler rally, is scolded by cigar-smoking Mrs. Gordon Jennings, wife of a Kentucky delegate.



MASCOT AND CANDIDATE meet on the street during a pause in the day's politicking. As son John Fell looks on his father gives the donkey a squeeze.

← A HEADS-UP DELEGATE FROM COLORADO PEERS AROUND THE ARENA

NONSENSE AND HOOPLA, WITHIN AND WITHOUT



WHOOPIING FOR HARRIMAN, Kansas marchers shout during demonstration. The Harriman parade

was the biggest and longest—27 minutes. It included a brass band and cost some \$5,000 to stage.

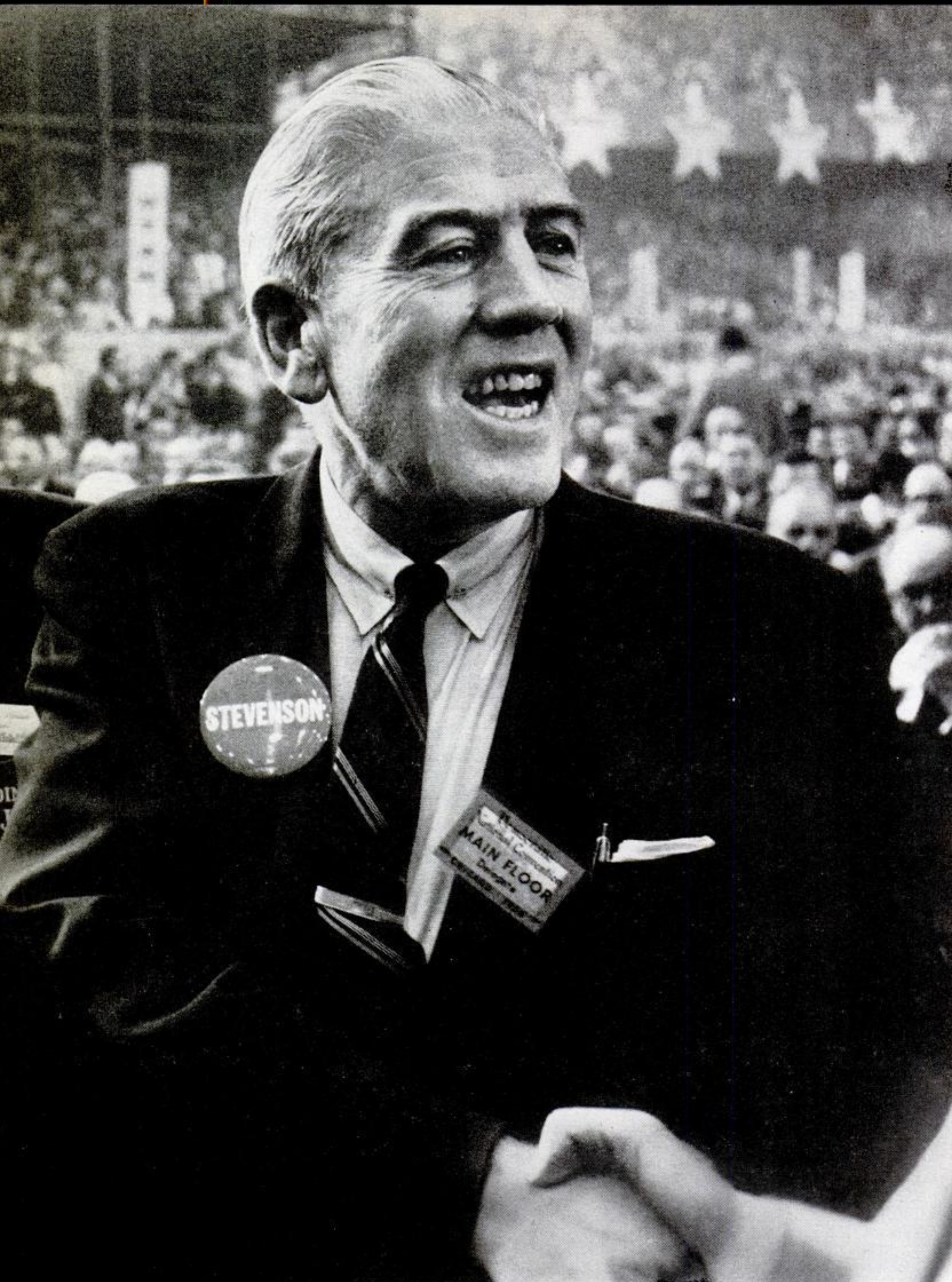


ROOTING FOR AVE, a pretty girl is borne toward the speaker's stand by two other Harriman fans.



NEWFANGLED PROPS for Stevenson demonstration included a mobile which was dangled from mezzanine at rear of the hall. On floor below, the Stevenson

parade, which lasted for 22 minutes after Senator Kennedy's nominating speech, roars on. Chairman Rayburn tried in vain to limit celebrations to 20 minutes.



ON THE CONVENTION FLOOR, CAMPAIGN MANAGER FINNEGAN SHOWS HAPPY HANDSHAKING TECHNIQUE

THE MANAGER AND HOW IT WAS PUT OVER

With the nomination of Adlai Stevenson an unobtrusive Irishman named James Aloysius Finnegan emerged as the Democratic party's most effective political operator. But for him, Stevenson might never have won the nomination. A 49-year-old Philadelphia bachelor, Finnegan came into the Stevenson camp as campaign manager last December. He brought with him the sure professional touch that had been lacking in the Stevenson organization. His skill had been molded in the crucible of Pennsylvania politics, where he propelled two Democrats, Joseph Clark and Richardson Dilworth, to the mayoralty of a city that had been Republican for 67 years, and engineered chicken farmer George Leader's election as governor.

As a practical politician, Finnegan is preoccupied with grass-roots detail. "I don't give a hoot about the political philosophies of the others on the Stevenson team," he says. "I'm

concerned about how they do their job: getting delegates." When Stevenson was inclined to relax after Senator Kefauver's crushing defeat in the California primary, Finnegan would not let up. "Averell Harriman might beat you," he told an incredulous Adlai and put his candidate to work calling governors, senators and state chairmen, visiting delegates in Union Pacific country, where Harriman's main out-of-New York strength lay.

In Chicago, when Harry Truman launched his attack on Stevenson, Finnegan calmly renewed his delegate canvass. While Harriman talked to large gatherings, Finnegan set up a schedule of chats for Stevenson with men who really controlled the delegations. And Finnegan bore down to win over Michigan and New Jersey, the votes that clinched victory. When Stevenson heard he had won the nomination his first words were, "Trust that Finnegan."

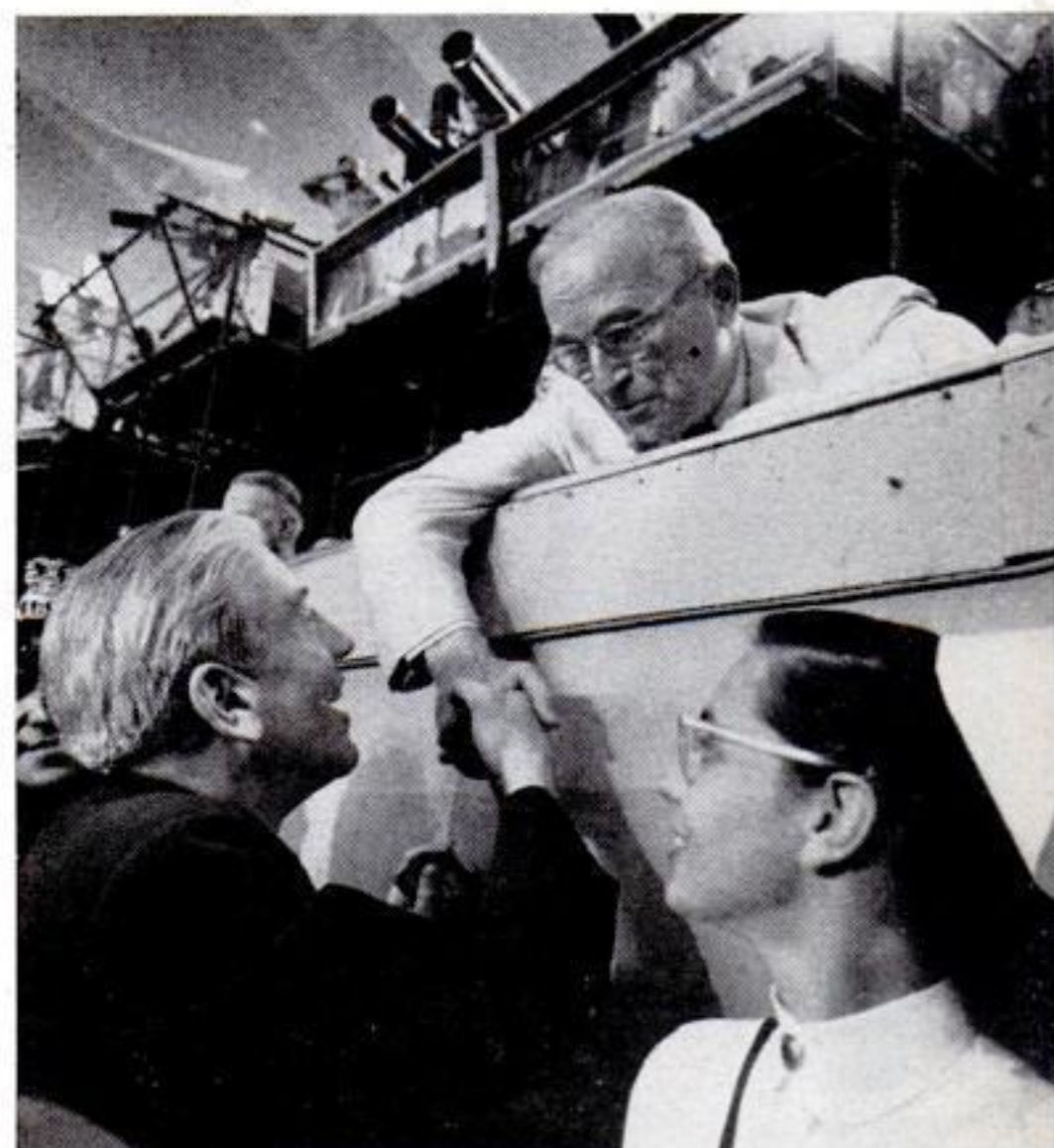
Democrats CONTINUED



CANDIDATE AND MANAGER talk over situation after Truman announced his endorsement of Harriman. Finnegan then predicted that Truman would swing only 23 votes, an estimate off by one vote.



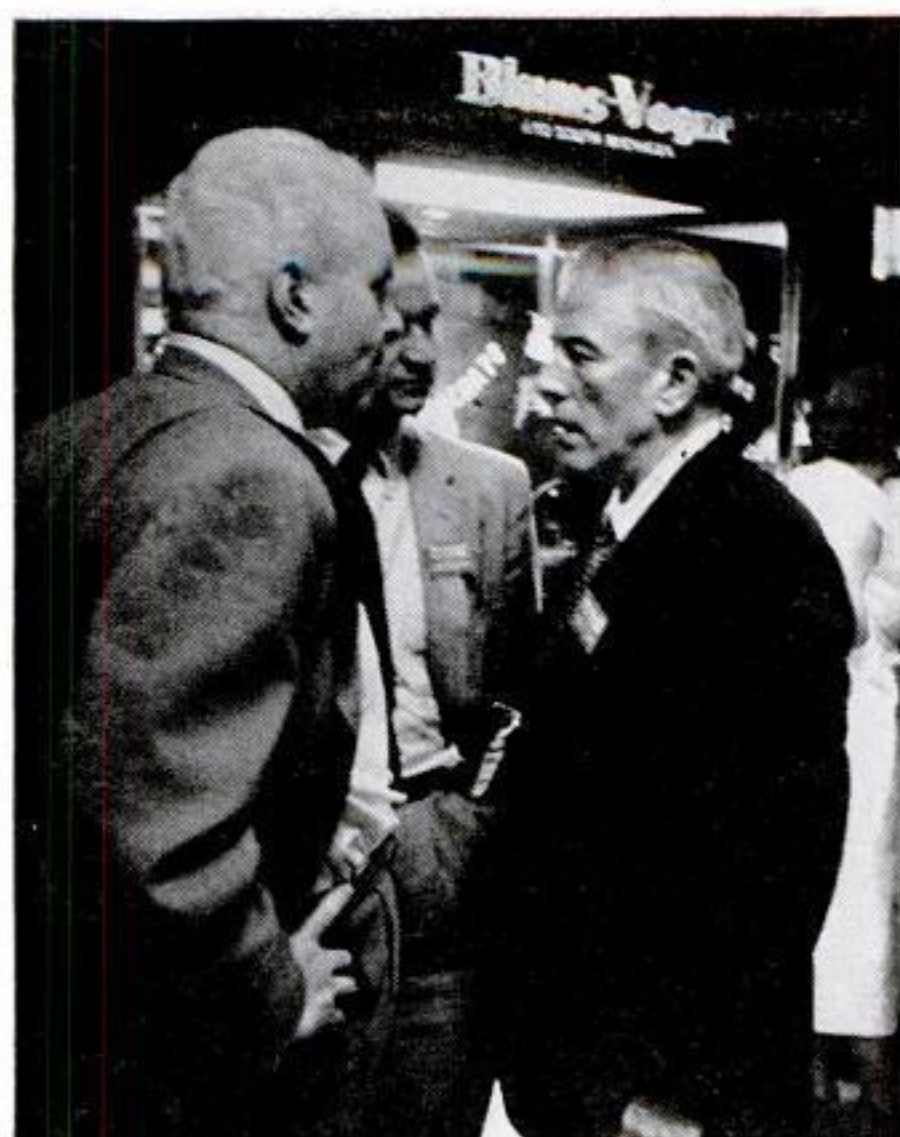
OHIO CONTACT was Mike DiSalle, here being wooed by Finnegan. After favorite son Governor Lausche released the Ohio delegation, DiSalle helped bring 52 of the state's 58 votes over to Stevenson.



POLITICAL OPPONENT Harry Truman shakes hands during nominating session. "How are you doing?" asked Truman. "Very good," answered Finnegan. "I hope it isn't too good," said Truman.



KEY KANSAS PITCH is made to sunflowered delegate. "You've got to be careful with the unit rule states. That's why I went to this party," Finnegan said later. Kansas voted as a unit for Stevenson.



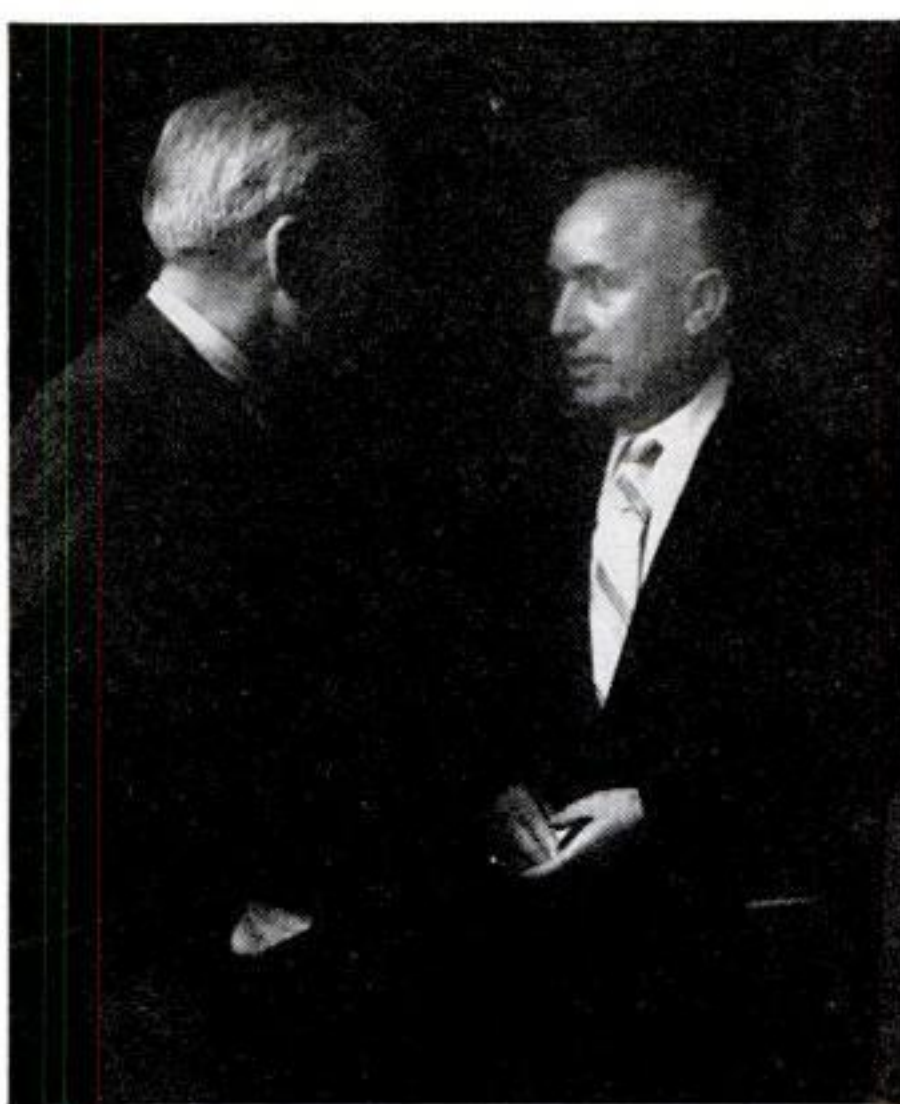
IN HOTEL LOBBY late at night Finnegan and his assistant Hy Raskin are still corraling support for Stevenson. Before going to bed every night their last chore was to add the latest tally of delegates.



SOME TOP PROS of Stevenson camp, Jack Arvey of Illinois (*left*) and Mayor Lawrence of Pittsburgh (*center*), meet in Finnegan's suite. Pennsylvania, Finnegan's home state, cast 67 votes for Stevenson.



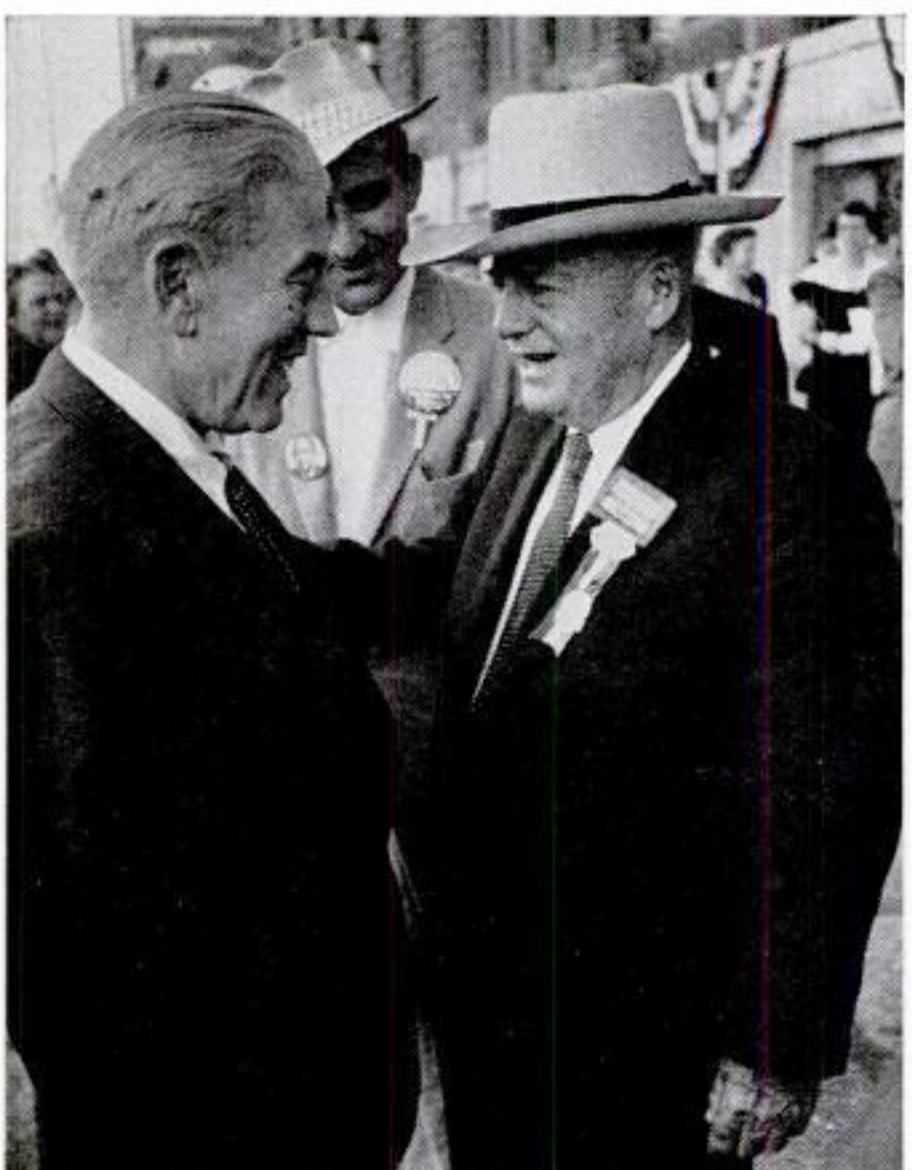
A TOP TEXAN, James Rowe, protégé of Senator Johnson, talks Texas politics with Finnegan. He was not able to swing the state's big block of 56 votes away from its favorite son, Lyndon Johnson.



FROM NEW JERSEY, former Mayor John V. Kenny of Jersey City discusses decision by his governor to swing the state's delegation to Stevenson rather than hold out for Meyner as their favorite son.



LUNCHEON CONFERENCE in a trailer office behind the convention hall with aides Hy Raskin (*left*) and John Sharon was interrupted by alternate delegate (*in light suit*) who discussed nominations.



CONVENTION CHAIRMAN Sam Rayburn shakes hands in accidental meeting outside Hilton Hotel. In 1952 Rayburn supported Stevenson, but this time he stood fast for his fellow Texan, Lyndon Johnson.



LABOR LEADER David McDonald (*left*) huddles with Finnegan during balloting. McDonald had seconded Harriman's nomination but his rival, Walter Reuther, endorsed Adlai, bringing over Michigan.



AS EVERY MANAGER SHOULD, FINNEGAN EMERGES WITH WINNER AT CONVENTION HALL →

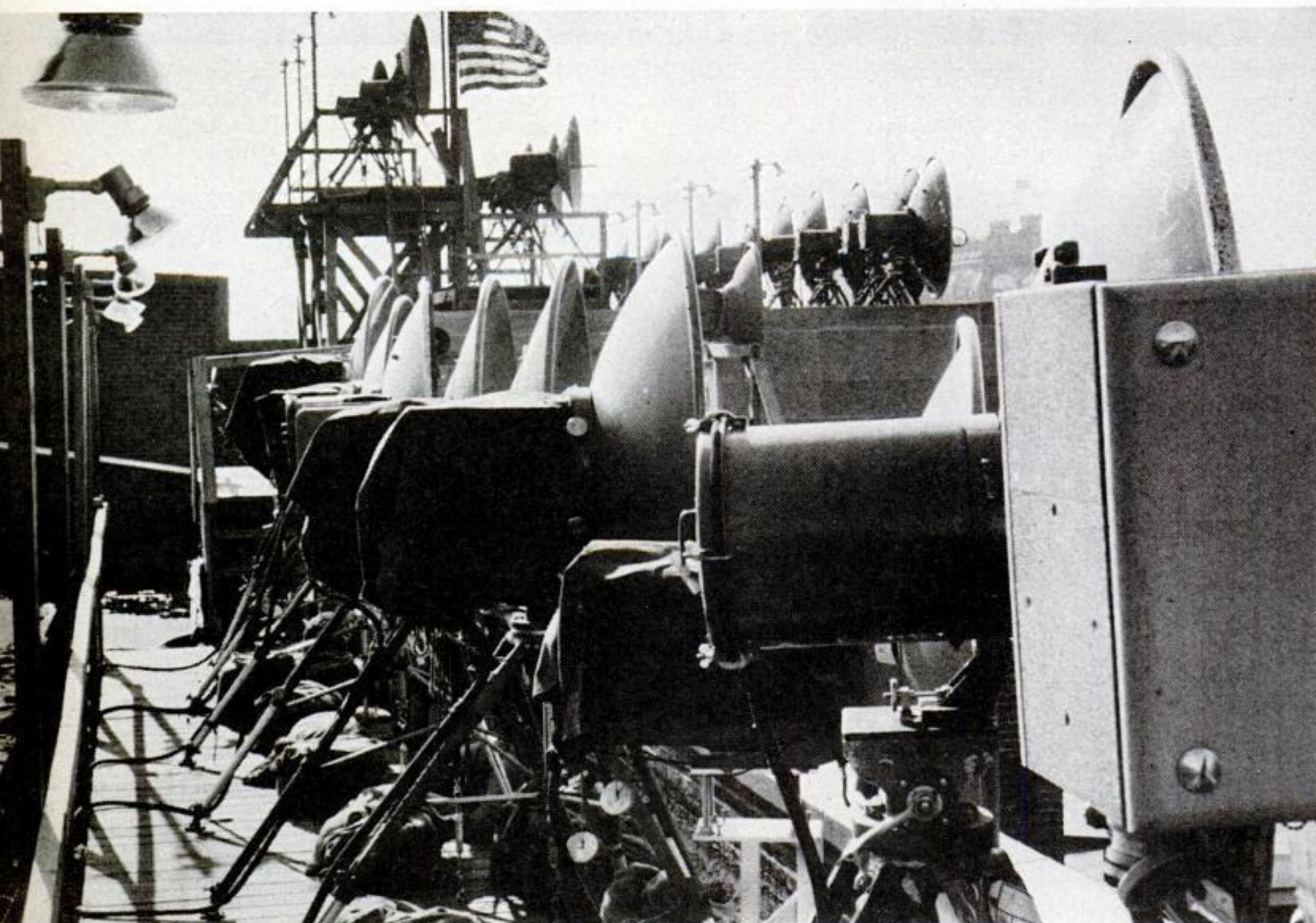


PORTABLE CAMERA with propellerlike antenna enables operator to roam, has a three-hour battery.

CONVENTION GEARED TO ELECTRONIC ERA

Emphatically, it was a TV convention—a convention in which the electric eye all but obscured the eyes of the delegates. It was a question whether the convention was being run for 2,477 delegates or the 2,700 technicians who constituted the greatest television task force ever assembled. To be sure, the networks had put up millions of dollars to enable the whole nation to watch proceedings and had transported to Chicago 120,000 pounds of equipment. This ranged from conventional cameras to a cableless portable camera with a four-pronged antenna which was carried by a bearded operator (*left*). Atop the amphitheater 28 huge antennas (*below*) beamed TV signals to and from the amphitheater. TV's main vantage point was a massive tower straddling delegates in the center of the hall, where cameras covering the platform provided the view most frequently televised.

With every corner and cranny covered, TV directors were often perplexed by the multiplicity of scenes. One commentator, after arranging an interview with an important politician, found that he had to wait more than an hour to put his man on the air. At another point there were so many politicians waiting outside a studio in the Conrad Hilton Hotel to be interviewed that Michigan's Governor "Soapy" Williams complained, "We're stacked up like cordwood." Competition among networks often went to strange extremes. One network hired a man to wear a button with its initials and go around and get in rivals' pictures. But all in all an estimated 120 million TV viewers got a much better over-all look at the proceedings than did many of its participants.



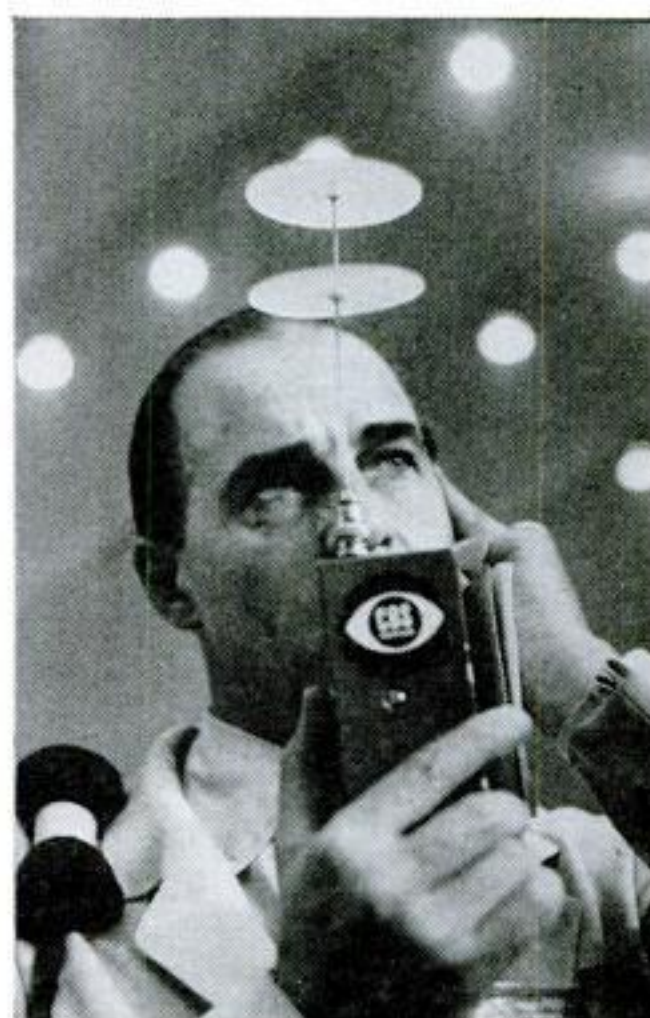
TV ANTENNAS on roof of convention hall receive audio-video signals from key Chicago spots for relay

to directors inside hall, who select scenes to be beamed by other antennas to national networks.





TV DIRECTORS in control room above the floor busily take radio calls from reporters stationed about the hall. They selected the scenes to be used in telecast.



TINY TWO-WAY RADIOS were used to interview delegates on the



floor. At left CBS reporter sends a flash. At right is an NBC man at work.



INTENSIVE RIVALRY between photographers and radio men on floor resulted in scuffles for position. The policeman broke this one up after brief exchange.



MIDNIGHT: demonstration on behalf of Kefauver is staged on Balbo Drive outside Blackstone and Hilton hotels while the Keef presses his fight inside.



2 A.M.: Kefauver in Blackstone corridor talks with a delegate. Through personal appeals in such meetings as this one Kefauver built up his following.



3 A.M.: an enthusiastic rally in Hilton Hotel hears pledge of support for the Keef from Bill Salome of Kansas, who had been one of Harriman's managers.

THE THRILLING RACE OF ESTES KEFAUVER

Within an hour after he had been nominated Stevenson made his unprecedented proposal—that the delegates freely choose his running mate without guidance from him. With that the week's first real race began. This resulted in the most thrilling event of the convention.

Scarcely 15 hours remained to the time when the balloting would begin. Throughout that hot night Estes Kefauver (*above*) drove himself, as only he could, like a steam locomotive, whipping up fervor among loyal supporters and bending the ear of anyone who would listen.



STOP-KEEF PITCH is made by DeSapio of New York (*left*) as he confers on floor with Chicago's Jack Arvey (*center*), Pittsburgh's Mayor Lawrence.



POLL OF PENNSYLVANIA on the arena floor is taken by Governor Leader (*left*). It resulted in Kefauver's getting 54 of big state's 74 first-ballot votes.



SWITCH TO KENNEDY is voted by the Texas delegation as it meets in a caucus room near the arena after the first ballot. It had given all its 54



HASTY HUDDLE of South Carolina delegation, most of which went to Kennedy, takes place during second ballot. Chairman Neville Bennett (*lower left*) confers with Senator Strom Thurmond. Governor Timmerman is at lower right.



DECISIVE BREAK for Kefauver occurs when Tennessee's Gore seeks the floor to throw him state's 32 votes.



VICTORY YELL is given by Minnesota delegate Jim Stech as his favorite candidate finally goes over the top.



4 A.M.: a press conference in a Hilton Hotel corridor brings a Kefauver prediction that he will win the nomination on the first ballot with some 700 votes.

But other forces had been frantically busy too. On the first vice-presidential ballot Kefauver found himself squared off against an array of candidates, of which the most formidable was Massachusetts' brilliant young (39) Senator John Kennedy. With a total of 483½ votes

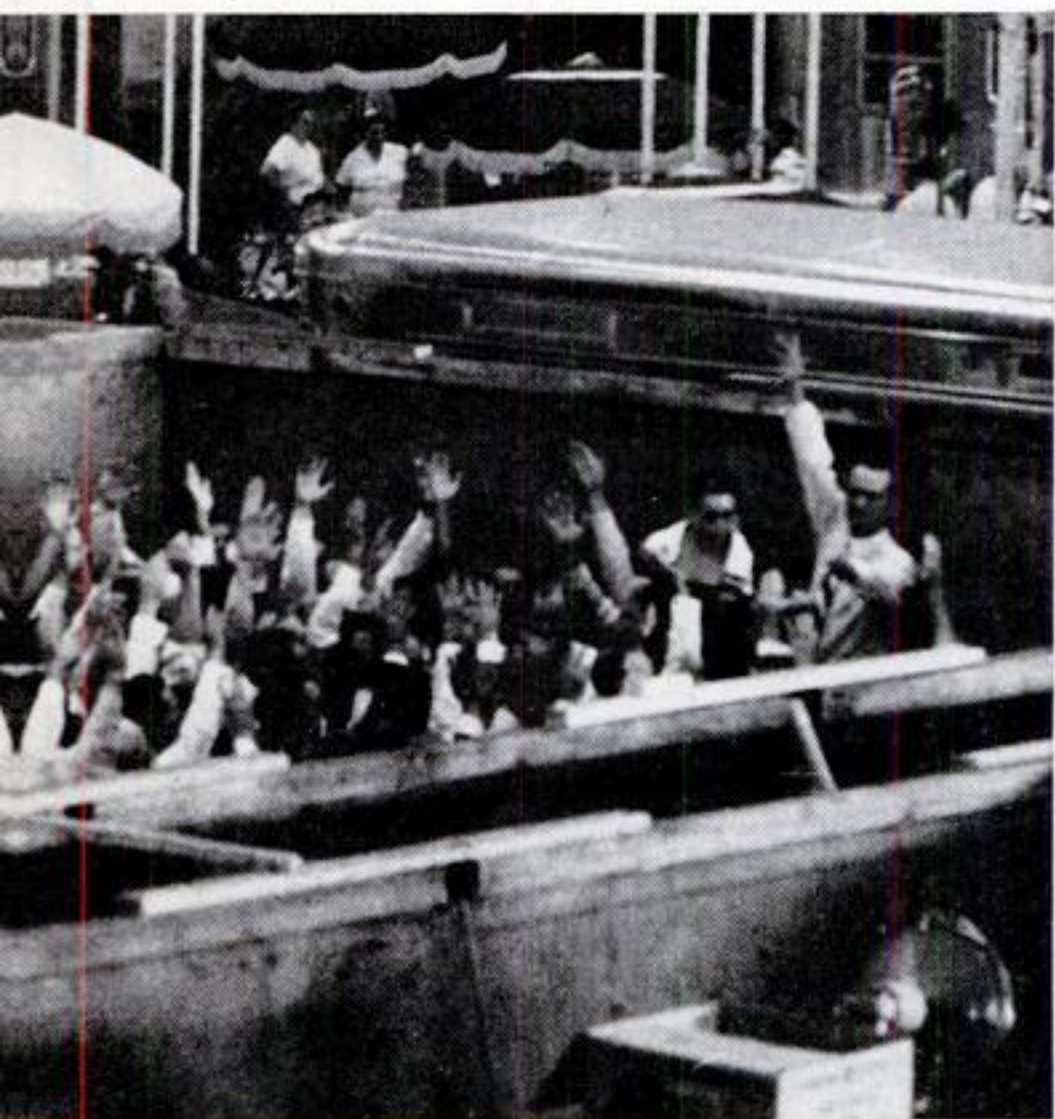


MIDMORNING: the Florida delegation meeting at the Sherman Hotel hears Kefauver say, "I certainly wish you'd help support me—I would bring

something to the ticket." Switching from unit vote for favorite son, Governor LeRoy Collins, Florida was the only southern state to give him a majority.

Kefauver led the field on the first ballot. Then on the second voting roll call a coalition of big-city bosses, who resented the Kefauver anti-crime hearings, and traditionally anti-Catholic southern states, which did not like Kefauver's views on segregation, united behind Catholic

Jack Kennedy. In one of the most closely fought contests ever seen at a U.S. convention Kennedy pushed ahead of the Keef to within 38½ votes of the 686½ needed to nominate. Then the dramatic maneuvers shown below swept a wearied, wilted Kefauver over the top.



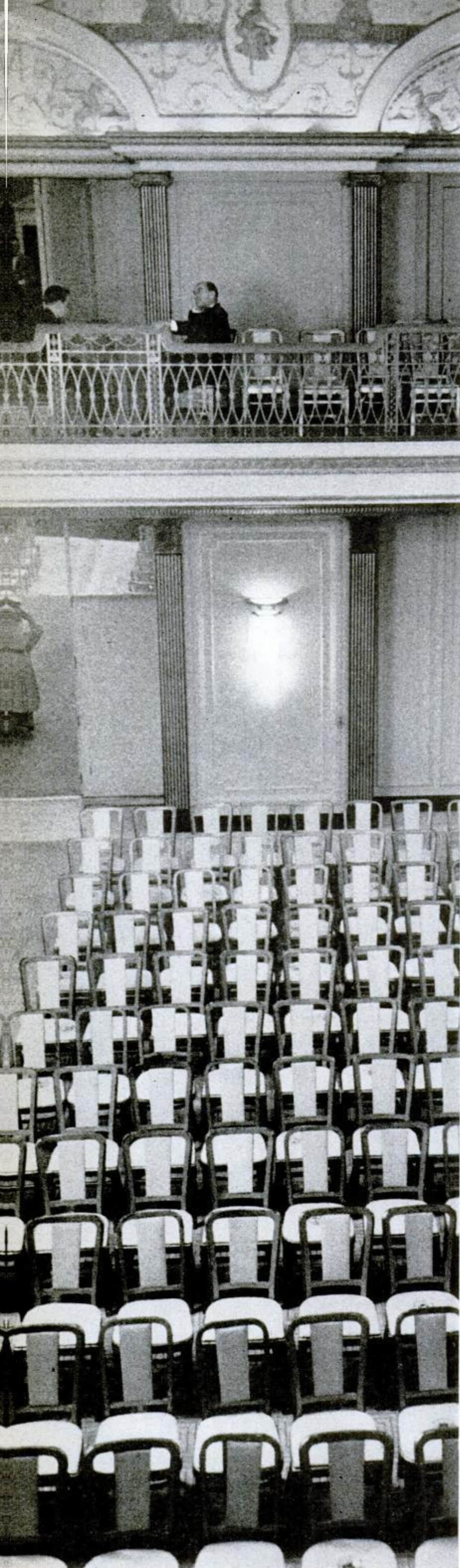
votes to Gore but changed following a personal plea by Rayburn, who left the rostrum to urge his home state to back Senator Kennedy against Kefauver.



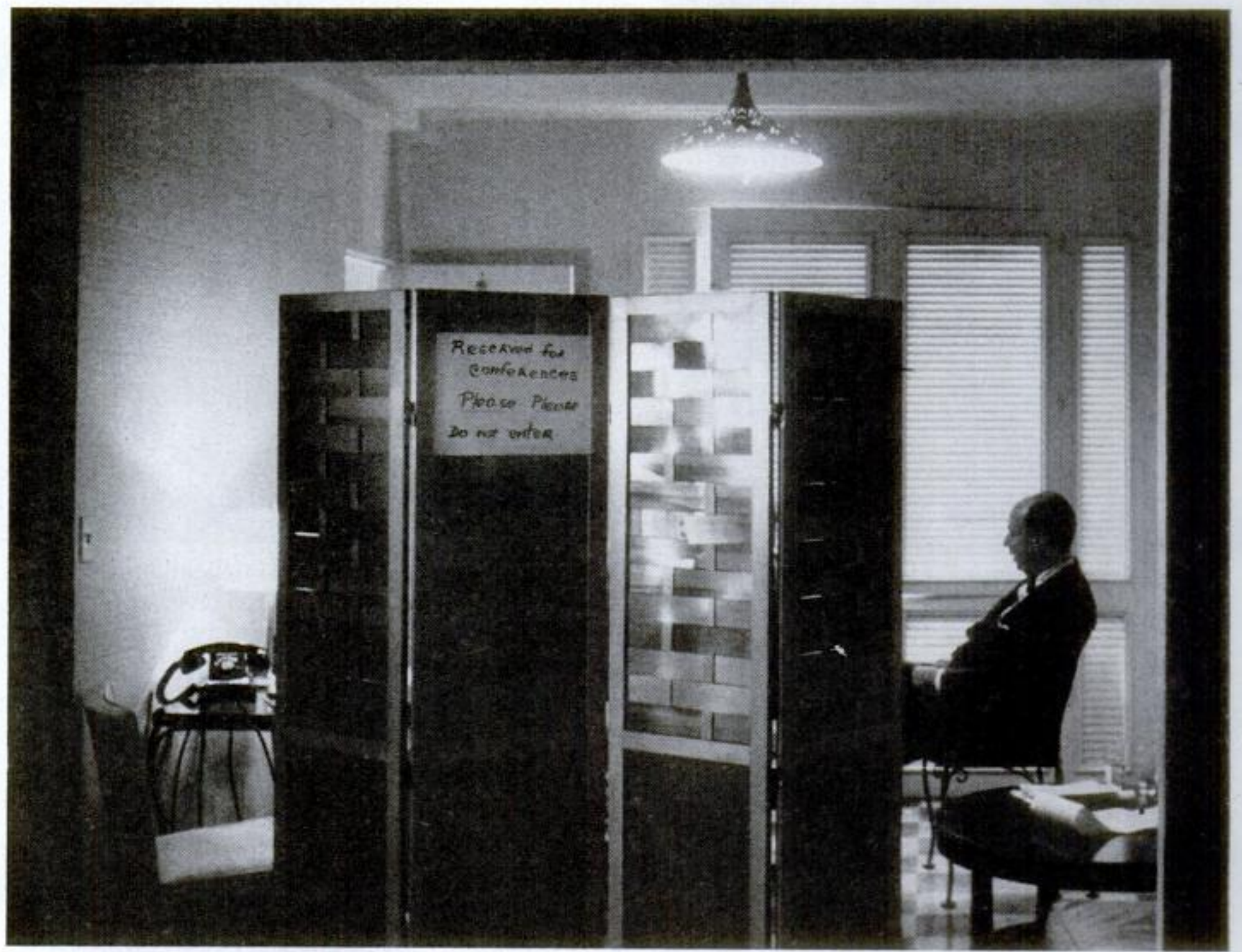
A GOOD LOSER, Senator Kennedy is led to the rostrum by Rayburn to move to make nomination of Senator Kefauver unanimous. Motion carried.

VICTORIOUS AT LAST, KEFAUVER SAGS IN RELIEF →





KILLING TIME while waiting for Harriman to leave nearby meeting, Stevenson sits in ballroom balcony.



TALKING IN PRIVATE in remote corner of his hotel suite, Stevenson confers with a politician who is

hidden by screen bearing an ostentatious off-limits sign. Rear door was used to speed flow of visitors.

A WINNER'S BUSY—AND CONTEMPLATIVE—LIFE

The Adlai Stevenson who won his party's nomination last week was a far different man from the Stevenson who had won it four years ago. Then, as he said in his acceptance speech, "I did not seek the honor that you bestowed upon me. This time, as you may have noticed, it was not entirely unsolicited." The delegates, few of whom had gone unsolicited this time, knew exactly what he meant. An eager candidate and seemingly tireless, Adlai had left no base untouched as he kept going from 7 in the morning to long after midnight. He visited many a

crowded caucus room, like the one below, but he was also far enough ahead to indulge himself in some moments of quiet contemplation. Through it all he kept his sense of humor. "I'm beginning to feel like a prize exhibit at a stock show," he told the delegates as they carefully looked him over. "I expect someone to pinch me any minute."

As the convention ended Stevenson dropped a hint of an even faster pace to come. "I hope," he told the happy delegates, "that we can meet again in every town and village of America."



REASSURING DELEGATES from several states who have been released to him by Kefauver (seated,

left), Stevenson follows advice of Kefauver and tells them of his interest in problems of the small farmer.

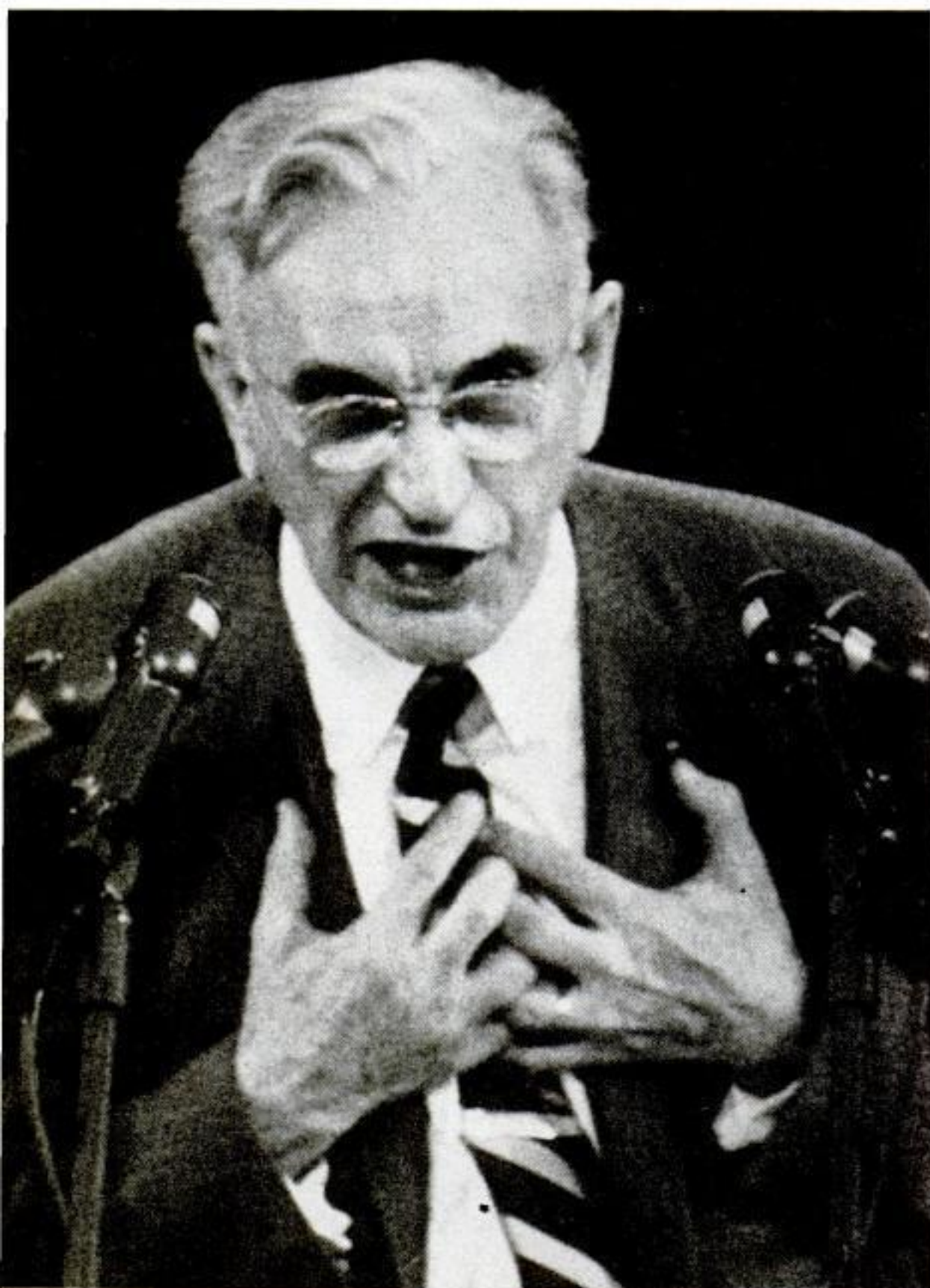


AT WORK in his downtown law office on Friday, the day after his nomination, Stevenson has shirt cuffs rolled up as he drafts acceptance speech in longhand.

Later he edited and re-edited the typescript right up to time of departure for the convention hall, pausing only to have a bite to eat and quickly change clothes.

Democrats CONTINUED

FACES TO REMEMBER FROM A CONVENTION



IMPASSIONED PLEADER, Platform Chairman John McCormack, asks convention to adopt the compromise civil rights plank without amendment.



SMILING SYMBOL of New Deal era, Mrs. Eleanor Roosevelt, gave Stevenson bandwagon a firm push when she appeared on platform with Adlai button.



GRIM ONLOOKER, Harry Truman, sits dejectedly in his box as balloting begins. By then he knew Stevenson, whom he opposed, had the votes to win.



SENTIMENTAL CHAIRMAN, Sam Rayburn (*below*), sheds a tear as he thanks delegates for their tribute to him for presiding over third convention.



HOME FROM THE STRUGGLE, Candidate Stevenson is greeted on porch of his Libertyville, Ill. farmhouse by his Dalmatian, King Arthur. "He hasn't seen me for 10 days," said Stevenson as the dog, which the Stevenson family calls

"Artie," jumped all over him. After freshening up, Stevenson drove to Libertyville high school, three miles away, where the town, which went for Eisenhower in 1952, celebrated his victory. He will rest here before starting his campaign.

Although the faces are familiar, the 1956 election campaign will be no mere re-run of '52. The Republicans not only have Eisenhower, they have a record. And the Democrats not only have Stevenson, they have a different Stevenson, who is now the undisputed boss of what may become a different Democratic party.

The Democrats are to be congratulated for renominating their best man. But this time they did not reach bemusedly into their top drawer to extract a reluctant sacrifice. He climbed out of it nearly a year ago and started fighting for the job. In doing so he has put on a lot of political muscle. He is fitter to be President. Whether fit enough depends on how he handles a certain dilemma the convention did not solve for him.

To trace this dilemma the trail leads to Eleanor Roosevelt, who proved herself the toughest and shrewdest Democrat alive and who also lent a little class to the otherwise sweaty proceedings in Chicago. With no more real power over delegates than Harry Truman, and perhaps less popularity, she employed her influence in a way that buried Truman and Harriman together. "I have known Mr. Harriman all his life, almost, ever since he was a boy," said she sweetly. "He and my brother went to school together. My husband took them camping." So much for little Ave. As for Harry, she called attention to his and her age (plus and minus 72) and in so many words pronounced the death of the New Deal (F.D.R., patentee) and the Fair Deal (H.S.T., patentee). She said it was "a foolish thing" to raise these old banners in 1956. "Our party must live as a young party, and it must have young leadership."

Thanks partly to the force of these sentiments, Adlai

Stevenson is now in a wonderful position to give a new stamp to the Democratic party. He is free to define as he chooses his own slogan of "moderation." Mrs. Roosevelt, defending this "wise word," said only that it means "that you face all the realities of a situation," and requires "wisdom and understanding." Adlai will have to take it from there.

His dilemma is, on the one hand, the Democratic platform; on the other, President Eisenhower. The platform (see *below*) is where Truman's political body lies buried. The more Adlai tries to stand on it the more he will resemble a high-brow Truman. And most Americans, we hazard, given such a choice, would prefer the obsolete but authentic low-brow, give-'em-hell original.

If he avoids that trap, Adlai may give "moderation" a content for which the Democrats and the nation will be ever indebted to him. Foreign policy questions aside, there must be something Democrats can stand for at home besides inflation, class envy and government handouts, and if there is, the country probably needs it. We therefore hope he finds it. His obstacle is that the Eisenhower party, which already holds so many patents on the word "moderation," has pre-empted most of the rational positions Adlai can take.

As the campaign begins, the Republican task is therefore to see to it that it holds down these positions. It is to prove that the Republican party has indeed become the Eisenhower party in conviction throughout the ranks, as well as at the top; and that its tendency to reaction and complacency remains a figment of the Democratic imagination. Adlai is the kind of man who makes people think of their better selves. If he does it for the Democrats he can do it for the Republicans as well.

HARRY'S NEW-OLD PLATFORM

The most controversial plank in the Democratic platform is that on school desegregation, which Roscoe Drummond correctly described as leaving the Democrats "powerfully united and egregiously evasive." But the unity is as important as the evasion. As "the only North-South party," the Democrats have got to work out their own desegregation policy before this No. 1 national problem will be truly solved. At least they recognize the Supreme Court's decision, if they do not promise to implement it. They are necessarily on the freight in this issue; we can only be grateful that they are still on the track. Meanwhile the Republicans, with their excellent record of actual progress in race relations since 1953, have a right to seek and claim any votes governed by a primary concern for civil rights.

But if the Democrats are on the racial freight their economic platform would put us all into a rocket ship. With all its windy contradictions, it shows a hard core of consistent purpose. What used to be called "creeping socialism" is learning to fly.

The testimony of Leon Keyserling, who was chief economic brain-truster to the Truman administration, put the Chicago platform committee in a glow. He rejected "the drab idea that the American people, like contented cows, will not quicken their energies or lift their sights, unless they are prodded by domestic depression or by foreign attack. The task as I see it for us of the Democratic faith is to sound the bugle." The breath in the bugle is to be not "false Republican confidence" but greater government activity. Keyserling would put the government into a business hitherto appropriated by Madison Avenue: not just meeting the people's felt needs, but creating a demand where it does not exist. Instead

of resisting raids on the treasury, he would stimulate them.

The Keyserling-Truman platform promises everyone an extra \$200 tax exemption at once, and contemplates a 20% rise in living standards in the next four years. This is the first time a major party has officially set a quantitative economic goal (\$500 billion product by 1960) for this country. The farmers are offered more of the same high rigid price supports that produced the present farm surpluses, which will be given away or dumped. All forms of social security—including those already updated by the Eisenhower administration—will be pushed into "new frontiers." Everybody will get easier credit. One proposal, which came out during the Farmers' Union testimony, was not included: government credit, REA style, for rural TV. It was rejected not as un-Democratic, but as premature.

The Truman method of achieving this "new America" is as old as the printing press. The logic of the platform, if any, leads to inflation. Not only does it offer greater government expenditures and lower taxes; it repudiates outright the chief weapon by which the Republicans have brought inflation under control: *i.e.*, hard money, or flexible interest rates. The Democrats promise a return to lower interest rates, *i.e.*, soft money. Truman reiterated this promise in his closing speech, putting Keyserling economics squarely into the campaign.

Americans have lived under these economics. During Keyserling's term on Truman's Council of Economic Advisers, their dollar lost 20% of its value. They also became aware of the old truth that the more a government does for you the more it has to do to you. If the candidate stands on the Democratic platform and should ever put it into effect, that Truman-era foretaste would become a bellyful.



How "eating with the eye" seems to make food taste better

...the story behind Campbell Color

If vegetables that look this good make you a little hungry, you've begun to get an idea of what we're talking about.

The fact is that food which appeals to the eye is more likely to taste good to the tongue. That's why food which *looks* appetizing starts the digestive juices flowing.

This is the reason we take so much trouble with the appearance of the good things that go into foods from Campbell's Kitchens. Our plant scientists actually spend years in cross-breeding varieties of a vegetable to develop an attractive color. And our quality control people must make sure

all the vegetables we use come up to Campbell's color standards.

So the color you see when you open a can of Campbell's Vegetable Soup doesn't happen just by accident. The vegetables are *grown* that way. And Campbell's cooking guards the color in order to spark your appetite.

We hope that you remember this story the next time you see the bright-colored vegetables in a bowl of Campbell's Soup. It's a good example of the pains we take to live up to this Campbell maxim:

*"To make the best, begin with the best
—then cook with extra care."*

*"We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation."*



Campbell's

Soups • Tomato Juice • Pork & Beans
V-8 Cocktail Vegetable Juices
Franco-American Products
Swanson Products

At last, no smudgy



Up to now, you've had to touch a typewriter ribbon in order to change it. So you got your hands dirty.



...but on the 1957 Royal lift out the used ribbon. And throw



...next just drop ribbon in place like this. Your hands never touch the ribbon. Close typewriter and type. Now . . .

The new clean 'n easy ribbon changer... *only on the*

fingers

when you change ribbons
on the 1957 Royal Portable



Portable you simply
it away.

...then you just take the new ribbon from the box, like this. Nothing
to wind! Nothing to thread!



LOOK at your hands! They're *clean*! No inky smudges, because
you haven't touched the ribbon. A 1957 Royal Portable exclusive!



The Famous Royal Quiet Deluxe.® Comes in 6 ex-
citing new colors. A rugged Royal. Standard keyboard
and controls. Two extra keys: = + and ! 1. Clean 'n
Easy Ribbon Changer. No down payment. 24 months
to pay. Liberal trade-in at Royal Portable dealers'.



Guys and gals, get higher
marks this year!

Turn C's into B's and B's into A's by typing
your homework on a 1957 Royal Portable.
Encourages neatness, better spelling, clear
thinking.

1957 **ROYAL**® Portable

Royal Typewriter Company, Division of Royal McBee Corporation



The new secret for really fresh chicken!

Even before this chicken begins to sizzle and make your appetite run wild, you can tell it's a really *fresh* chicken.

You know because it's an *Acronized** chicken!

Acronized poultry is the result of a great new technical development in the processing of fresh-dressed poultry. An entirely new method of processing the birds while they are chilling for shipment protects their freshness right to the moment they are cooked... brings you chicken at the very peak of its taste and flavor.

You get not only more wholesome poultry, but you get it *consistently*—time after time.

Every Acronized chicken, whether whole or cut-up, is identified by the Acronized seal. Look for this seal on the brand of poultry sold at your favorite food store—if they don't have it, they can get it for you.

And it's worth going out of your way for, because no matter how you prepare it, when you serve Acronized chicken you and your family will enjoy the kind of chicken-freshness that, till now, has always stayed on the farm.

*Trademark of American Cyanamid Company

Look for this seal →



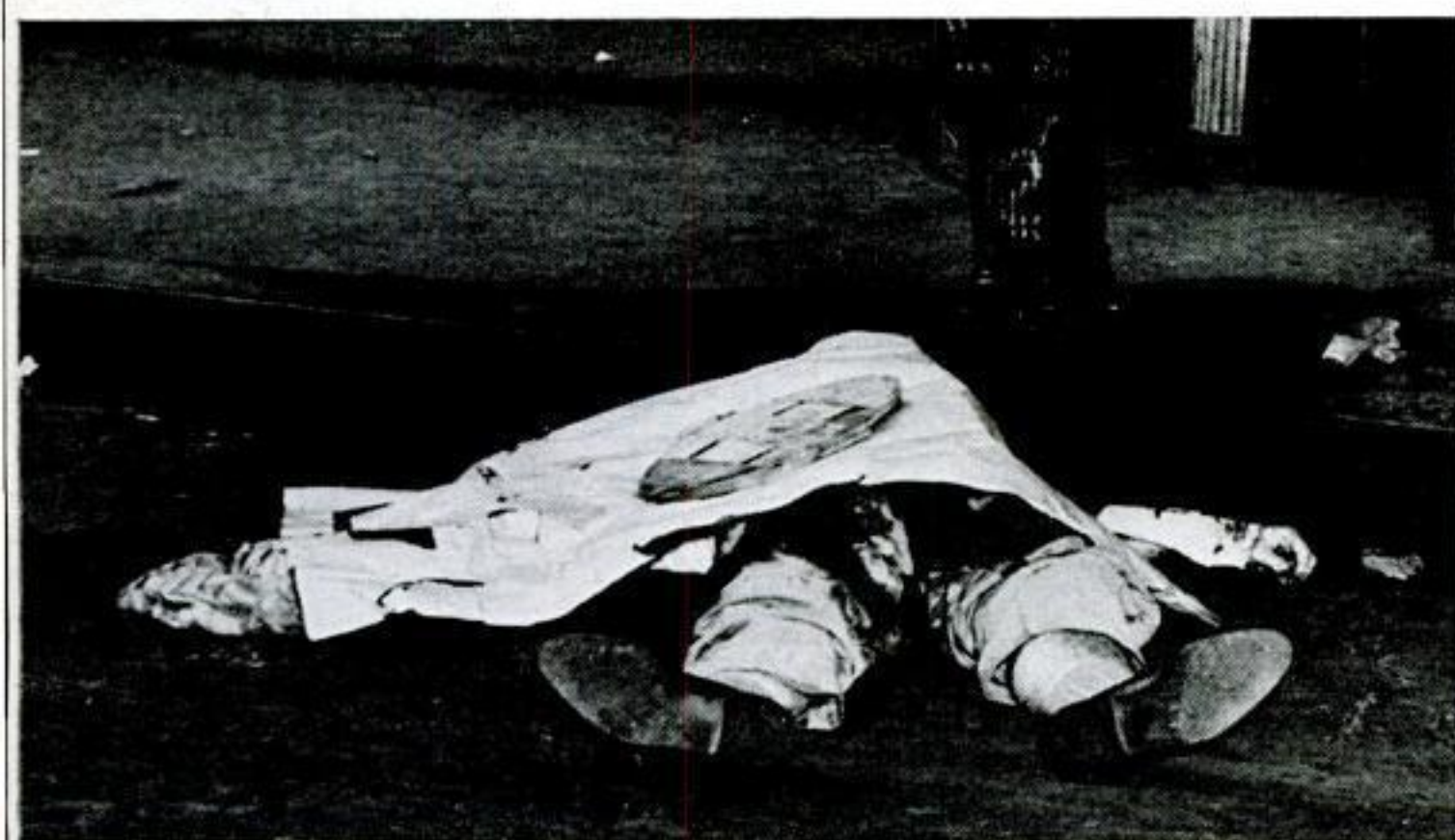
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A LOOK AT THE WORLD'S WEEK



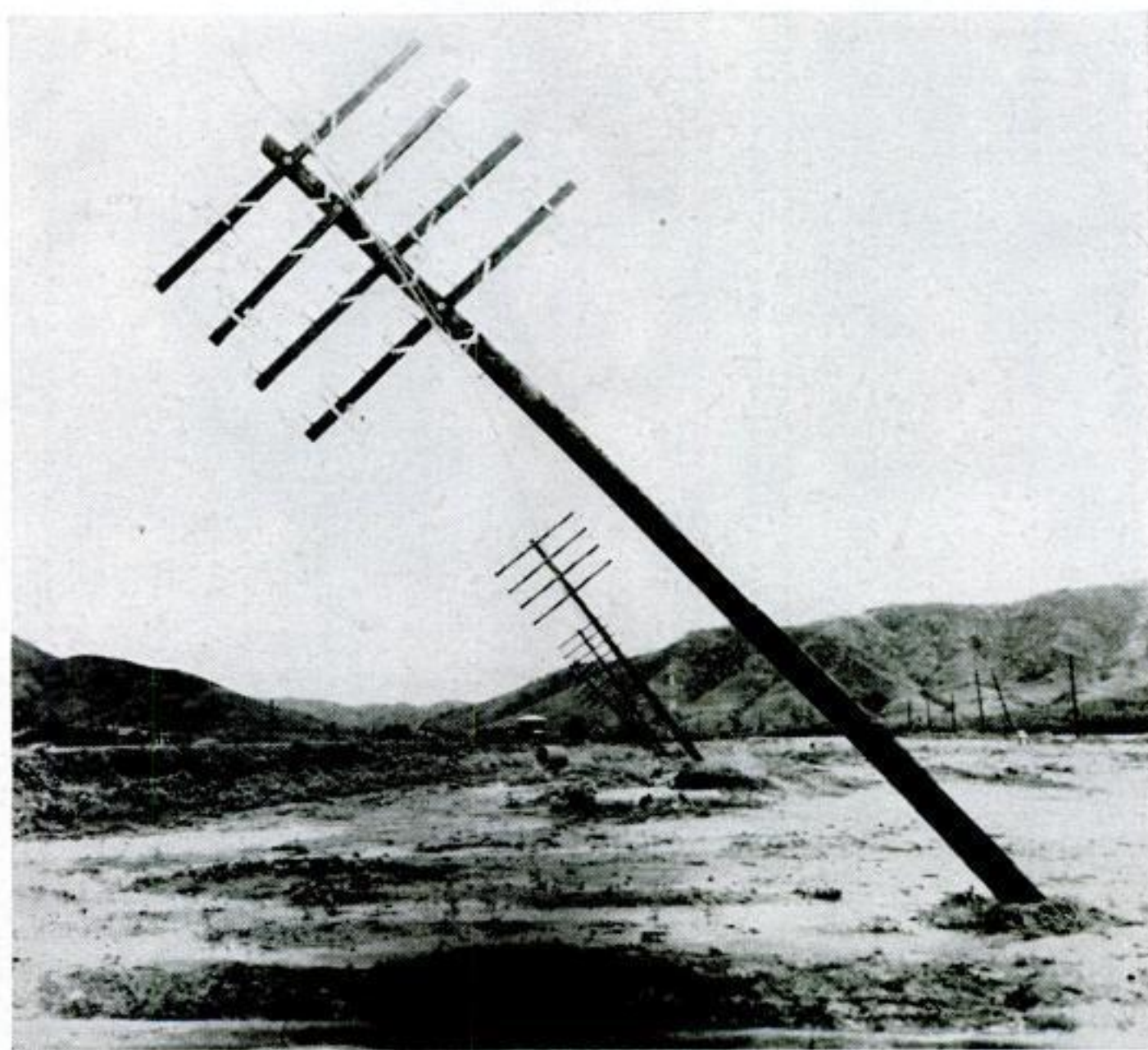
CEREMONY FOR RESTORED RELICS

The two rows of San Martin Grenadier Guards in the church of Santo Domingo were marking a solemn day in Buenos Aires. For over a century the church had been a shrine for battle flags captured by Argentines in wars with England and Spain. But in 1955 Peronist hoodlums carried them off. Last week, as the guards waited, an escort of honor carried the flags through the city, then entered the church and placed them on the altar.



CORPSE THAT SOLVED RIESEL MYSTERY

Last month a hoodlum named Abe Telvi was found on a New York street, shot dead (*above*). Last week the FBI revealed he was the man who had thrown acid at Labor Columnist Victor Riesel (*LIFE*, May 28) and blinded him, announced that two New York criminals had been arrested as his accomplices. During the crime, acid had spattered on Telvi's face, marking him as a man the underworld could probably not afford to let live.



STORM'S ANGULAR AFTERMATH

Last week Hurricane Betsy, after menacing Florida, veered harmlessly north over the ocean and gave its last gasp near Nantucket. But though the U.S. coast was spared, parts of the Caribbean were badly hurt. Grinding across Puerto Rico with winds which reached 125 mph, Betsy left behind grotesquely tilted power lines (*above*), forced thousands from their homes, did \$1 million worth of damage to banana and coffee plantations.





RIVAL CAUCUS of Arabs is convened by Nasser's observer of Suez conference, Wing Commander Ali Sabry (*far right*). Meeting to organize support for Egypt was attended by the ranking Arab diplomats

in London (*clockwise, from left*): Satti, Sudan; Aboul-Fetouh, Egypt; Al-Armanazi, Syria; Sakka, Saudi Arabia; Ibrahim, Yemen; Askari, Iraq; Toukan, Jordan; Muntasser, Libya; El-Ahdab, Lebanon.

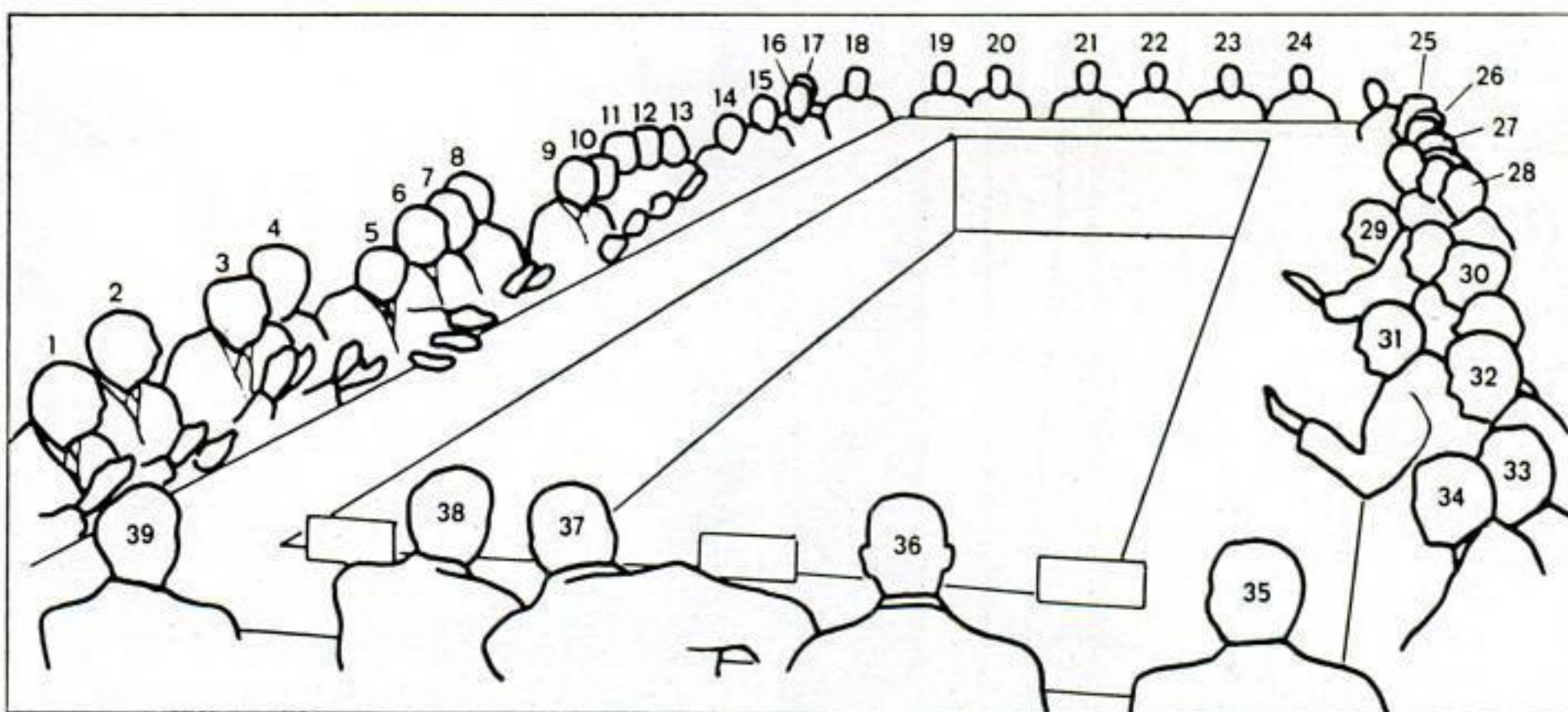
COMPROMISE-MINDED CONFEREES

London parley seeks peaceful accord on Suez, and so does Nasser

As the diplomats of 22 nations met in a London setting that recalled Britain's imperial magnificence, an uncertain calm settled over the explosive issue which had brought them there: the future of the Suez Canal. Speaking for the West, U.S. Secretary of State John Foster Dulles skillfully argued that only an international board in charge of operating the canal could create confidence that it would remain equally open to all shipping. Soviet Foreign Minister Dmitri T. Shepilov, however, contended that assurances from Egypt of noninterference with shipping would be sufficient. Despite their differences, both men spoke moderately. Noteworthy in the U.S. approach was the insistence that the conference decisions, if there were any, should be negotiated with Egypt's Premier Nasser, not simply imposed on him.

The shooting-war nerves of the West had now calmed down to the point of concentrating on the practical problem of regaining rights on the canal. And any Western objective of deposing Nasser was put under wraps.

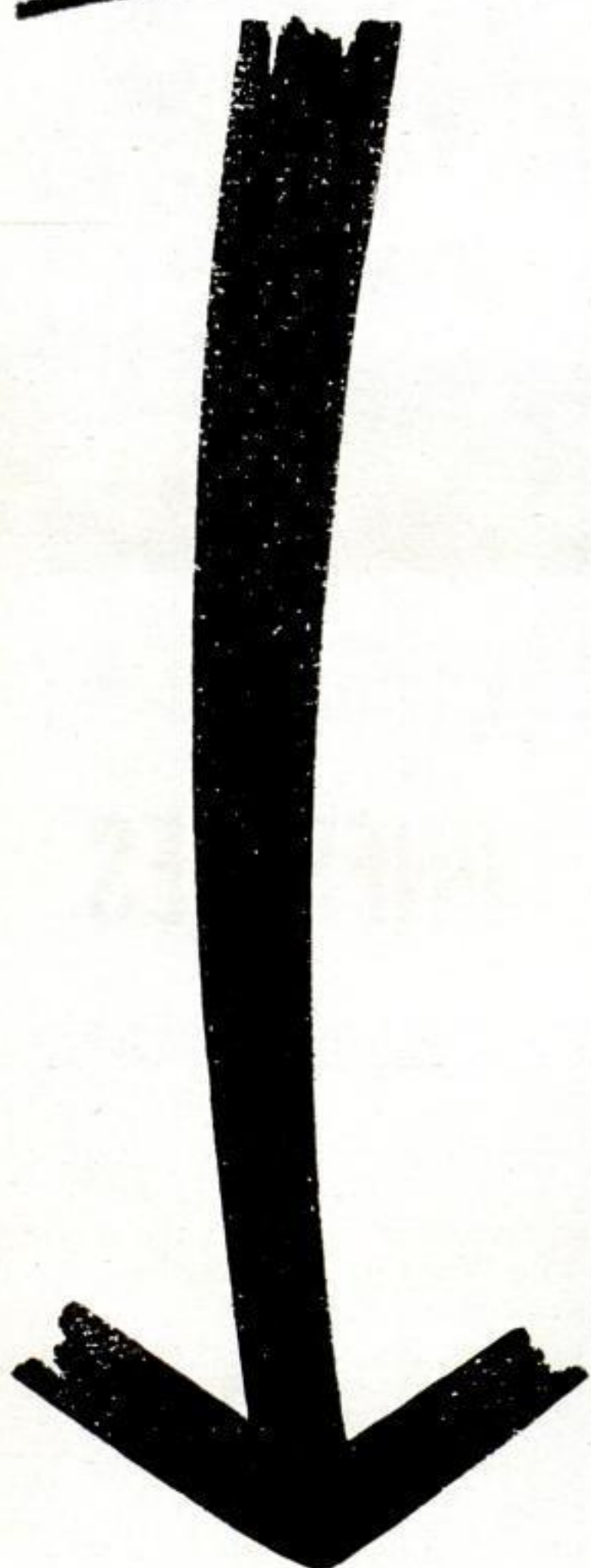
Nasser himself, worried by the crisis he had created, was becoming more conciliatory too. For propaganda reasons he backed a 24-hour protest strike in the Arab world against the conference. But on the diplomatic plane Nasser modified his refusal to attend the London meeting. He sent his right-hand man, Wing Commander Ali Sabry, to observe and to hold a caucus of his own (*above*). He also advised India of his readiness to accept an international advisory board to the Egyptian canal control body. This was much less than the West wanted, but it held out hope for a compromise.



SUEZ CONFERENCE opens in London's Lancaster House with applause for Eden's welcome. Diplomats at left are identified by key in drawing above: 1 Birgi, Turkey; 2, 3, 4 Phleger, Dulles, Rountree, U.S.; 5, 6, 7 Semyonov, Shepilov, Malik, Russia; 8, 9, 10 Eden, Lloyd, Caccia, Britain; 11, 12 Menzies, Casey, Australia; 13, 14 Subashinghe, Corea, Ceylon; 15, 16 Svenningsen, Hansen, Denmark; 17 Aklilou, Ethiopia; 18,

19, 20 Chauvel, Joxe, Pineau, France; 21, 22, 23 von Herwarth, von Brentano, von Welck, West Germany; 24 Menon, India; 25 Abdulgani, Indonesia; 26 Ardalan, Iran; 27 Martino, Italy; 28 Shigemitsu, Japan; 29 Luns, Netherlands; 30 Macdonald, New Zealand; 31, 32 Lange, Prebensen, Norway; 33, 34 Chowdhury, Ikramullah, Pakistan; 35, 36 Cunha, Pereira, Portugal; 37, 38 Artajo, Primo de Rivera, Spain; 39 Unden, Sweden.

SHARP



THE NEW *thin* EDGE

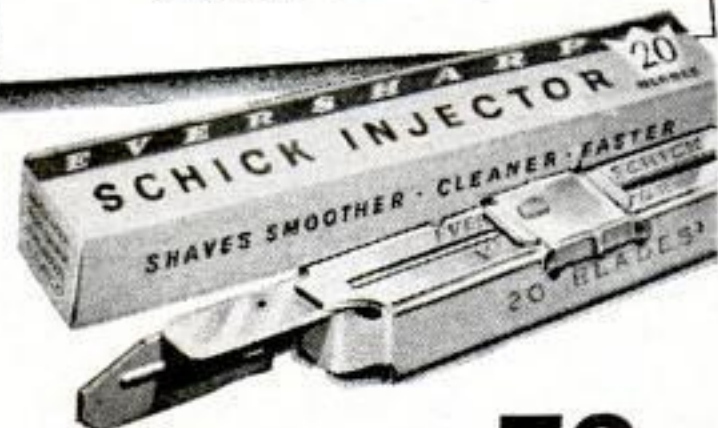
EVERSHARP SCHICK

'INJECTOR' BLADES

SHARP! A cinch to
whisk away the toughest whiskers!

SAFE! Even the tenderest
skin won't feel this smoothie!

SURE! Face-saving
smoothness all day long!



20 BLADES FOR ONLY **73¢**

Conference CONTINUED

A RED'S ROSE is held by Shepilov as he and Ambassador Malik stroll outside the Soviet embassy in London.



"DANCING MAJOR" views other dancers at a London nightclub. Egypt's Salah Salem (*second from right*) won fame by breechclout leaping (*LIFE*, Jan. 26, 1953) but he failed to woo the Sudan to Egypt. He recently came out of eclipse to head up a new government paper, went to London to cover conference.





Barbe-cuties...



Recipe from
Skyline Room
Terrace Hilton
Cincinnati, Ohio

There won't be any to spare when you barbecue spareribs this tastier A.1. way! They're so crackling crisp, so tender and savory. And what an irresistible mingling of herb and spice flavors as A.1. Sauce cooks deep into each portion!

Here's how you do it: Simmer 3 lbs. of spareribs in 2 cups of water until tender (about 1 hour). Make sauce by combining 8-oz. can tomato sauce, 2 tbsps. finely diced onion, $\frac{1}{4}$ cup A.1. Sauce, and $\frac{1}{8}$ tsp. powdered thyme.

Place spareribs in bowl, pour sauce over them. Allow to stand 10 minutes, turning occasionally. Broil over grill or in oven until crisp and brown, about 10 minutes each side. Brush with any remaining sauce while cooking.

A.1. Sauce does wonders for all barbecued foods... helps to tenderize meats, adds marvelous flavor. It's grand on the table, too. Make sure you have plenty on hand—flavor-lifting A.1. Sauce!



Cooking's
fun
with A.1.

THE A.1. SAUCE COMPANY (DIVISION OF HEUBLEIN), HARTFORD, CONN.



"My classrooms are warm . . . the halls are cool!" Clothing of pure wool insulates your youngster against these sudden changes—keeps body temperature at a healthy even level.



"Whoops, I often fall off my sled in the snow!" No matter! For wool keeps your youngster dry. Every wool fiber has a natural water-resistant "shield" that prevents that soaked-through feeling.

"On Sundays we all dress up." Off to Sunday School and youngsters feel proud as grownups. You don't have to be twenty-one to know wool tailors better. Its rich textures and colors give elegance even to a cherub-sized fashion plate.

Why you should send

Off they go—sunshine or snow! So cozy and warm in *Wool!*

For wise mothers know Wool is the happy, healthy way to dress young school fry. Your family doctor will tell you wool's snug warmth, its insulation protection, help ward off colds.

And the wonderful resilience of wool gives young lively bodies the freedom of action they need.

So when school bells ring . . . be sure that for health's sake, for wear's sake, your children are dressed in pure wool!



"We mostly wear sweaters 'n skirts." Sweaters of pure wool are so comfortable. No clammy feeling. And wool takes tough wear, is easy to care for. Note to mothers of growing girls: In pure wool, skirt hems can be dropped without leaving a mark.



nothing

your children to school in wool



"Sometimes we have to wait for the bus!" But don't worry, Mothers, for wool is the warmest insulation against nippy winds—wards off chills after overheated play. Youngsters who wear wool are better protected against catching cold. That's why so many doctors recommend dressing children in wool.

All children's clothes shown here are fine American-made woolens. See them at Abraham & Straus, Brooklyn, N. Y.; Carson Pirie Scott & Co., Chicago, Ill.; Dayton's, Minneapolis, Minn.; The J. L. Hudson Co., Detroit, Mich.; Lazarus, Columbus, Ohio . . . and other fine stores across the country.



measures up to Wool



Fashions by—
A.M.C., Metro Pants, Bobby Togs;
Little Empress, Cherie Girl,
Girl Talk, Rose Sportswear,
Young Timers, S. Rothschild, Fieldston;
Regal Knitwear, Pickwick Knitting,
Jaymee Fashions, Mademoiselle Modes.
For further information, write WOOL,
Dept. L-1, 420 Lexington Ave., New York 17.



The only cereal with sugared raisins...and it's
Post-marked for Happy Eating!

Who wouldn't be sweet on the sweetest fruit 'n' cereal treat this side of heaven? Plump juicy raisins dipped in honey and rolled in sugar, then mixed with crisp delicious bran flakes! Little girls, little boys, big folks and middle-sized all love it—and you will, too! Get some!

LOOK FOR THE POST MARK...
 FOR HAPPY EATING!



The Breakfast Foods of General Foods



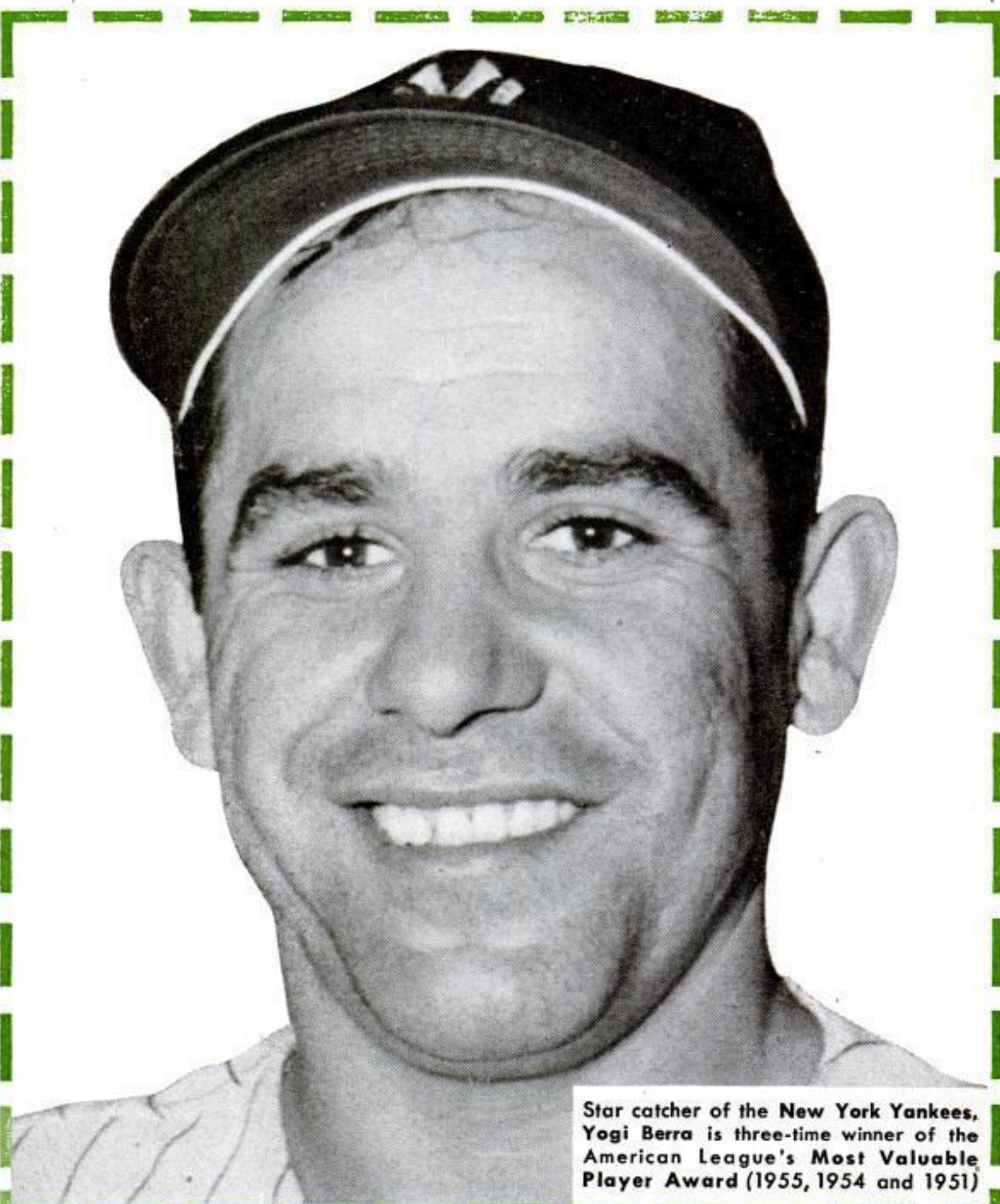
AFTER CHEERING CROWDS HAVE LEFT TAM O'SHANTER'S FINAL GREEN, DONNA MARIE KROLL RETURNS TO INSPECT SCENE OF HER FATHER'S \$50,000 TRIUMPH

A PUZZLED PEEK AFTER A PEAK PRIZE

Curious about the burst of excitement her father, Ted Kroll, had caused a few minutes earlier by tapping a small ball into it, 2-year-old Donna Marie peered into the 18th hole at the Tam O'Shanter country club at Chicago last week. She was the only one present who did not realize that her father had just won the richest reward in golf—a check for \$50,000 and a guarantee of \$50,000 more in exhibition fees.

The tournament stirred old bitterness among P.G.A. officials who sanction it but complain that the man who runs it is a blow to golf's

prestige. Promoter George May uses the event largely to advertise his firm of business engineers. His circus promotion (the tourney is billed as "the world championship of golf") draws the game's biggest gates. This year 60,000 people paid \$3 each to follow the final round, either on the course, from bleachers, or at conveniently located, extravagantly priced bars and restaurants. Golfers, who used to grumble about the swarming crowds, are less critical of Tam O'Shanter now. "With all that money," says a practical pro, "this tourney will always have prestige."



Star catcher of the New York Yankees, Yogi Berra is three-time winner of the American League's Most Valuable Player Award (1955, 1954 and 1951)

Yogi Berra really goes for
Kraft's new Italian Dressing:

"For me, it's got everything
... sure makes
swell salads!"

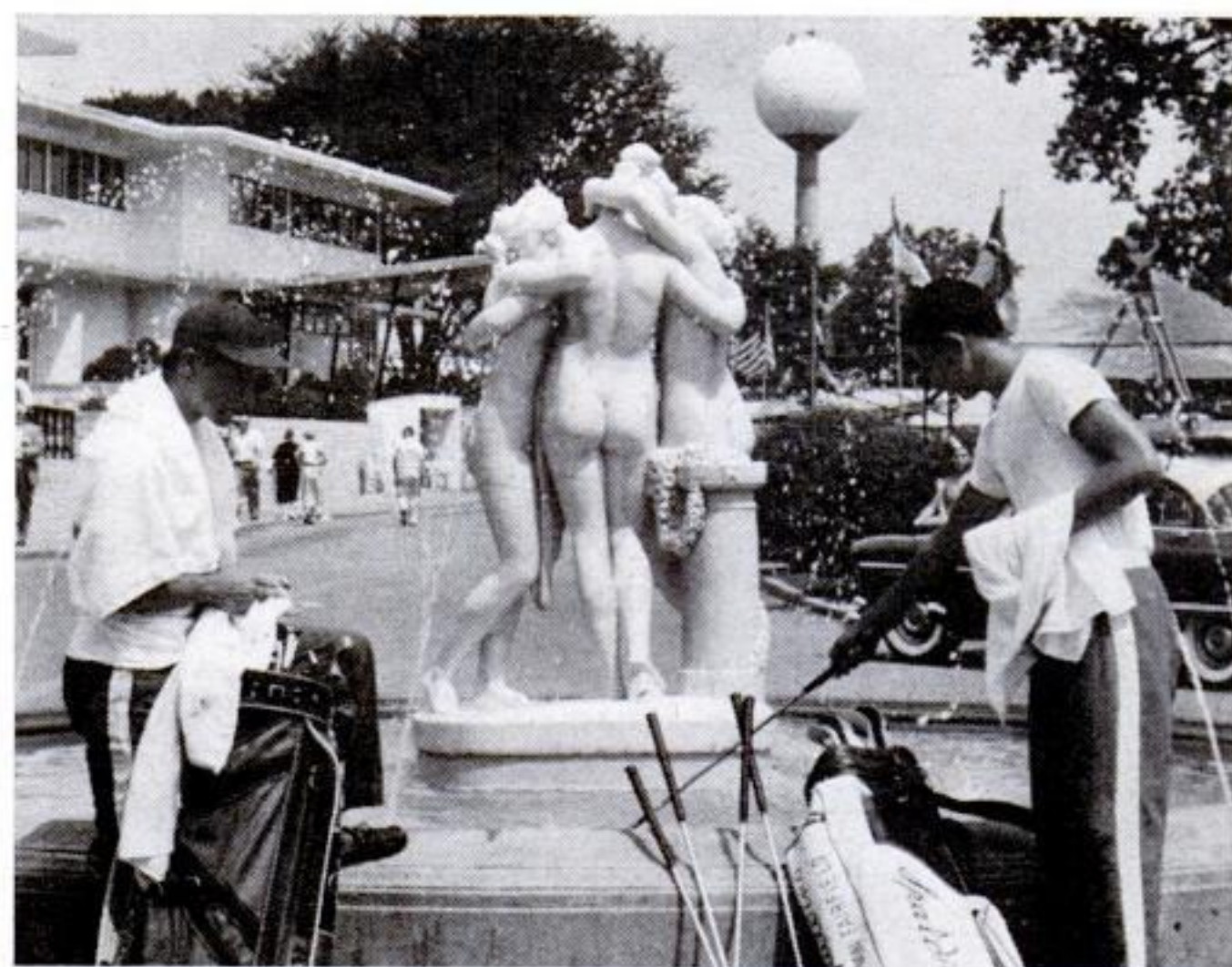
All you need do is make one salad with this golden, oil-and-vinegar dressing of Kraft's and we bet you'll agree—Kraft's new Italian Dressing "sure makes swell salads." Rare herbs, fresh spices and just the right touch of garlic give this dressing a most delicious, unusual flavor. And the way it clings to the greens, so every bite *stays* coated, is a delight to behold. Better stop right now and put Kraft Italian Dressing on your shopping list.



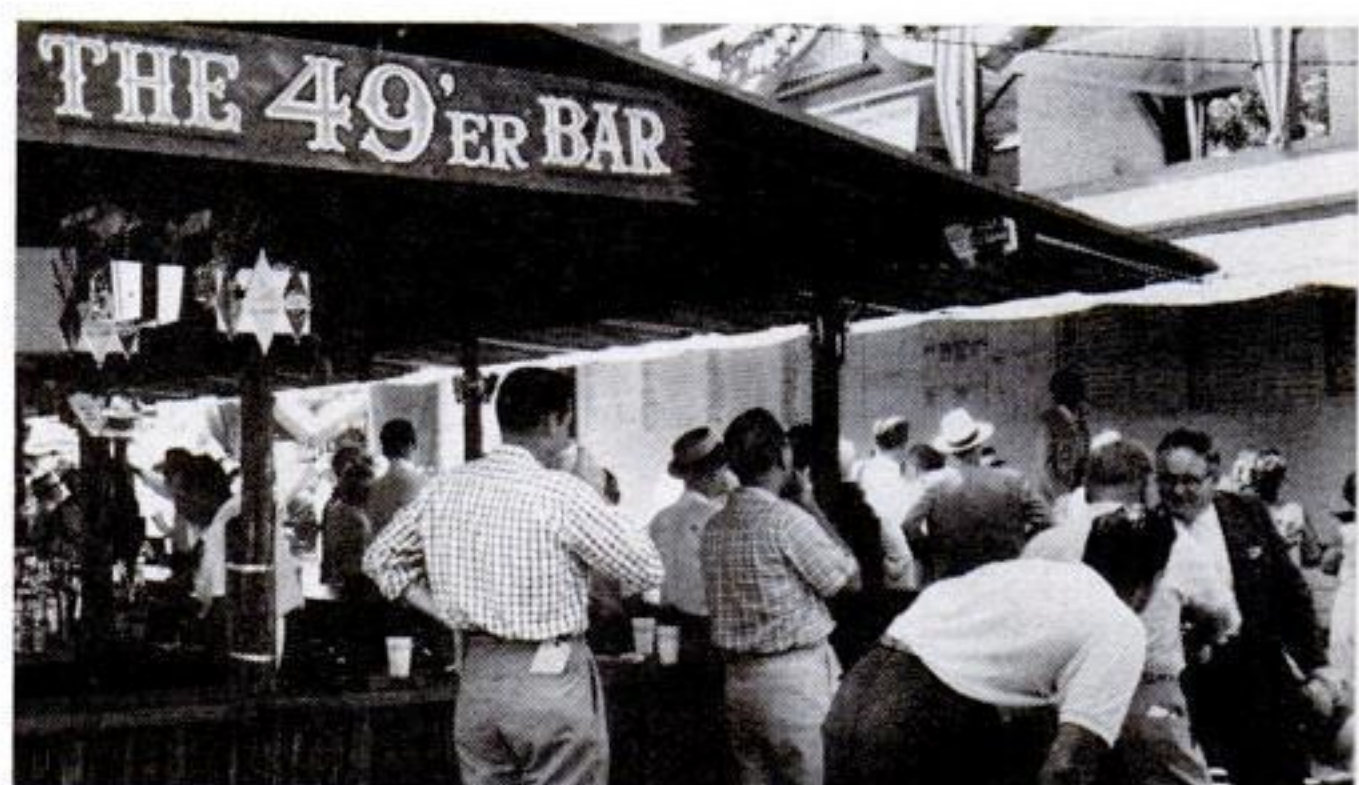
Kraft ITALIAN DRESSING

Peak Prize CONTINUED

FRILLS, BLEACHERS AND BARS



ORNATE FOUNTAIN in front of clubhouse is used by caddies to wash clubs. In the background is the Tam O'Shanter trademark, a golf ball water tower.




CONVENIENT BAR, one of 15 in vicinity of the clubhouse, permits customers to check results on huge scoreboard connected to each tee by telephone.

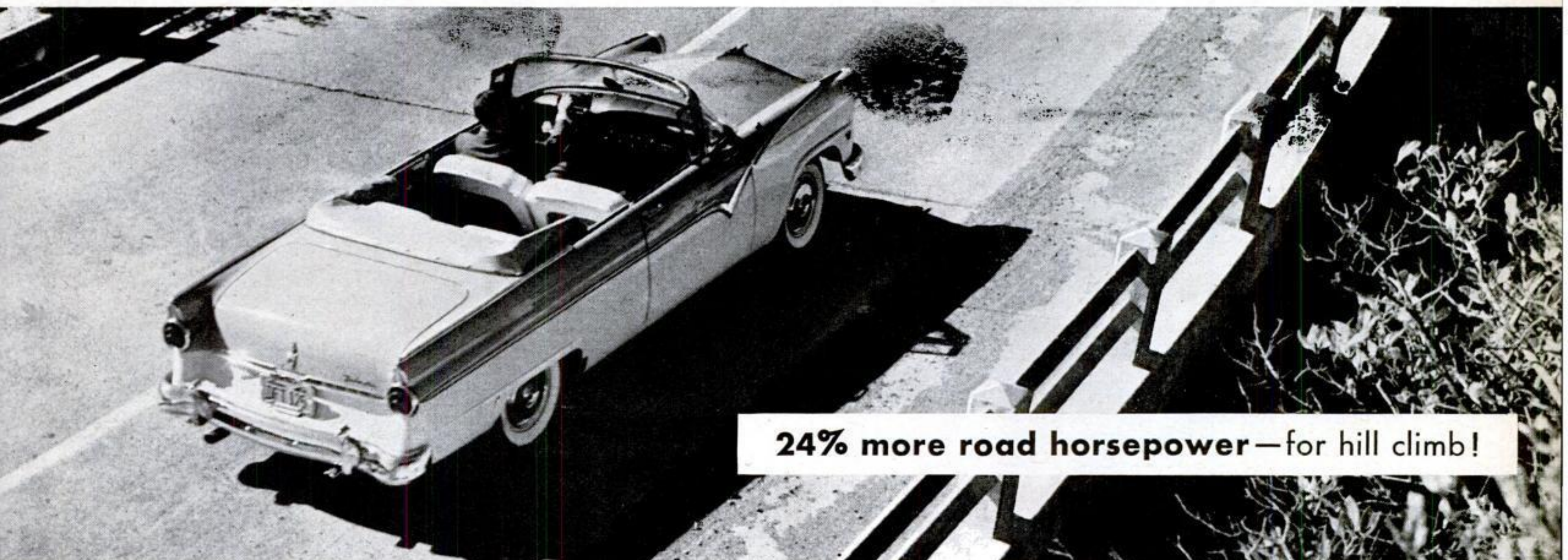


COMFORTABLE SPECTATORS watch golfers at first tee from umbrella tables on club members' balcony and from specially constructed bleachers.

CONTINUED



24% more road horsepower—for passing!



24% more road horsepower—for hill climb!

In cars that have gone about 10,000 miles without a spark plug change —

New Champion spark plugs can increase road horsepower by 24%!

Hard to believe . . . but true! Tests with major makes of cars prove it.

Engineers of one of the country's largest research centers took cars whose plugs had gone roughly 10,000 miles and tested them for power — first with their regular plugs, then with 5-rib Champions with the new Powerfire electrode.

Nothing about these cars was changed except their spark plugs. Yet there was an immediate increase in their road horsepower — the real power actually delivered at the rear wheels.

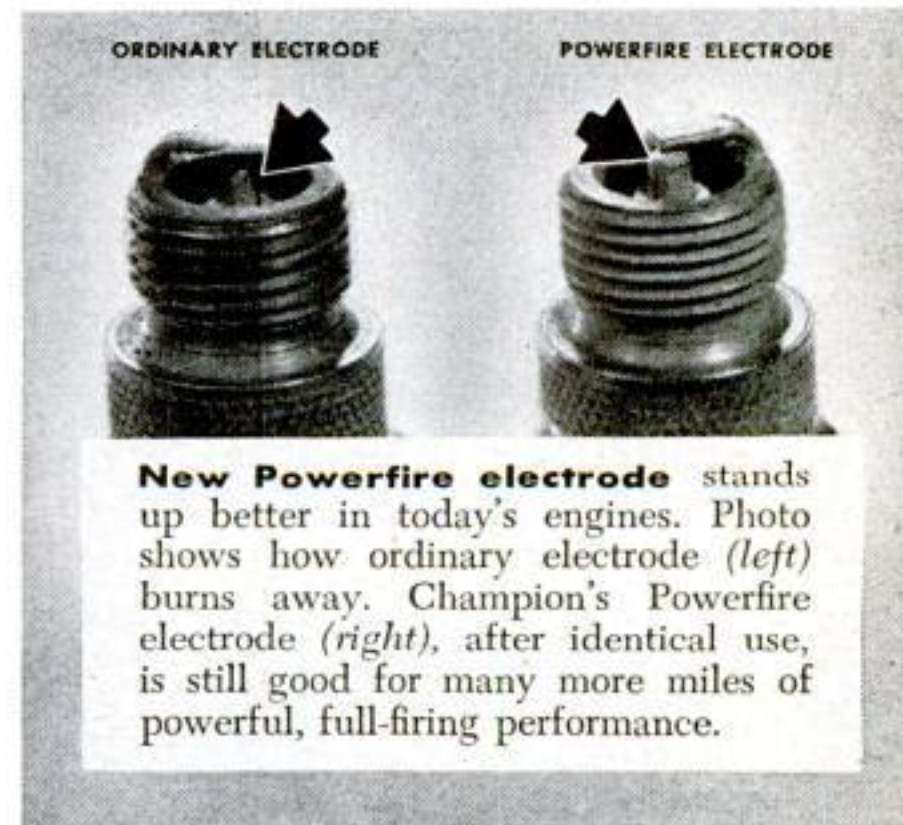
Gains varied from car to car. For example, a 1955 V-8 whose plugs had gone

12,000 miles got a boost of 53%. Another V-8 got only a little over 6%. *But the average road horsepower gain for all cars tested was 24%!*

No two ways about it: There just never has been a spark plug to match these new 5-rib Champions with their Powerfire electrode! Replace your old plugs with new 5-rib Champions today — and you'll feel the difference at once!

CHAMPION

LOOK FOR THE 5 RIBS



*For your Ford —
always specify the oil filter with the*
MICROSCOPIC "STRAINER"



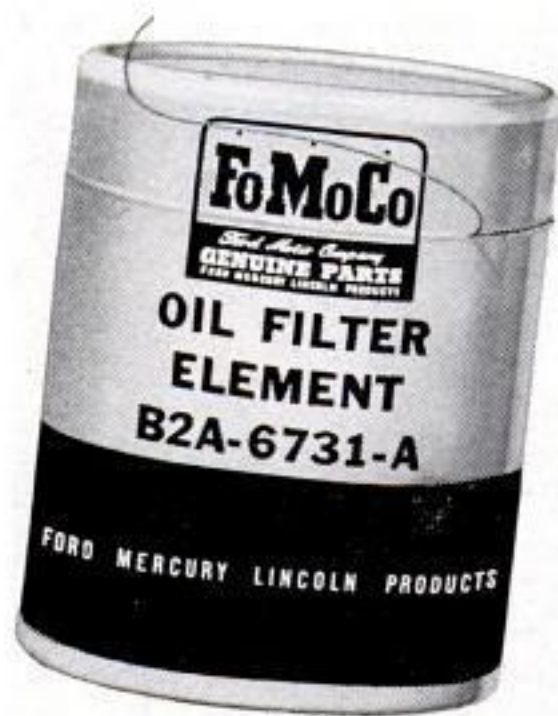
"Dust so small it can't hurt your eye, *can* hurt your engine," says Robert Pocock, Ford's Filter Research Engineer. "That's why it pays to ask for Genuine Ford Oil Filters. They're made to the world's *most exacting* specifications. Their filter element must be able to strain microscopic particles 1/100 the size of the dot (•) shown here!"

Genuine Ford Oil Filters, like all Genuine Ford Parts, are designed to rigid Ford specifications!

When a replacement will add to your Ford's performance (whether it's an oil filter, shock absorber, or anything else) it pays to say, "*Genuine Ford, please!*"

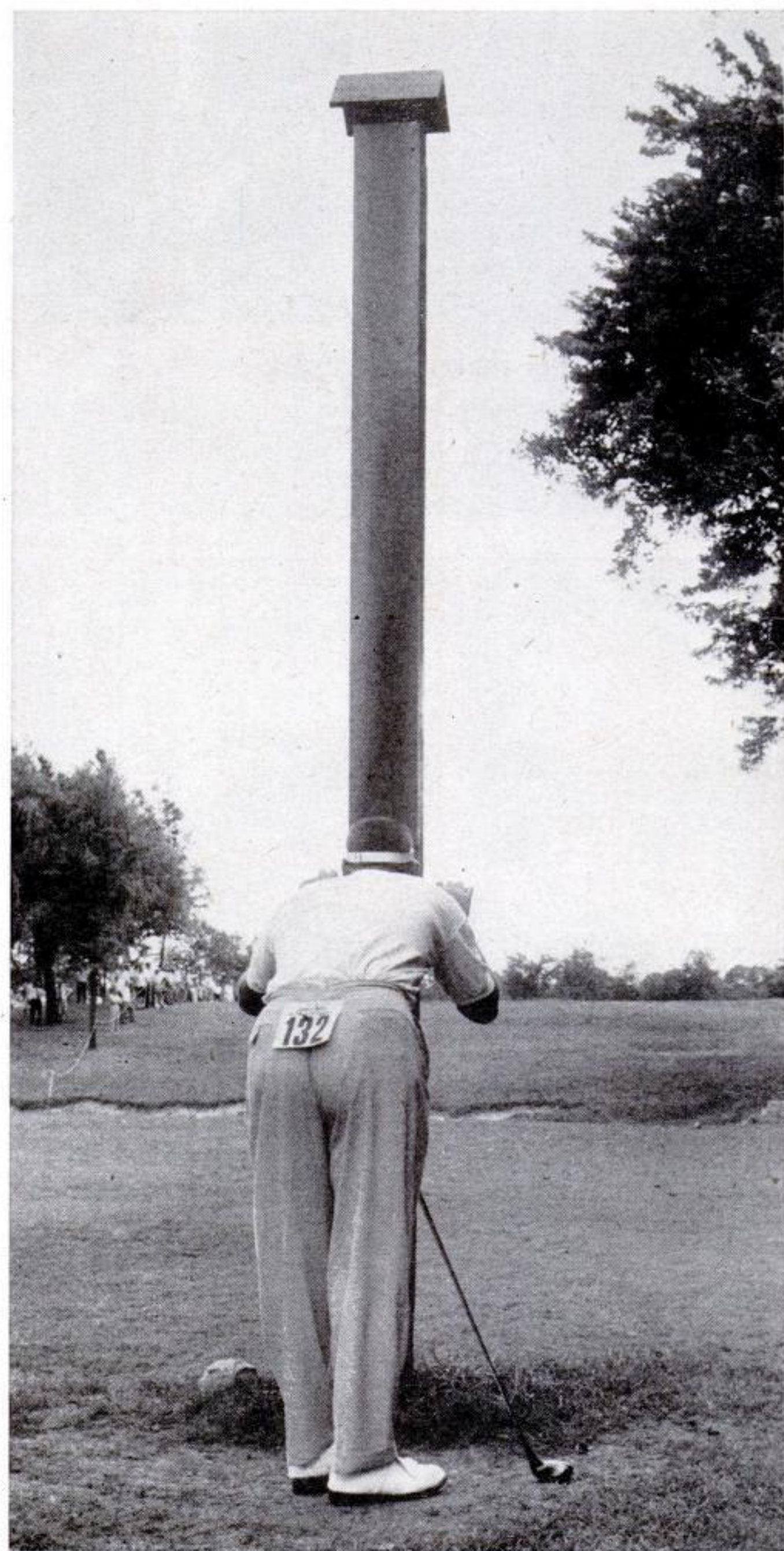
*That way you know you're getting the part that's been made right to work right in your Ford. What's more, all Ford Parts must pass special endurance tests *before* being approved for manufacture.*

Do right by your Ford with Genuine Ford Parts . . . *made right to fit right to last longer!*



Keep your Ford all Ford

Peak Prize CONTINUED



PEERING THROUGH PERISCOPE, set at fourth tee, George Bayer, wearing scorecard number on his pants, looks to see if fairway ahead is clear.



ACCEPTING LOOT; beaming Ted Kroll, whose 15 under par tied the tournament record, stands with Promoter May (left), Mrs. Kroll and Donna Marie.

It's time to buy
back-to-school supplies

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CELLOPHANE
TAPE



HERBERT
LEUPIN

PERMACEL TAPE CORPORATION . . . a *Johnson-Johnson* company



*lovin' touch
for any meal*

the Green Giant flavor

What a sweet surprise to heap on their plates tonight.
Green Giant Brand peas. The sweetest and tenderest in
the whole wide pea world. How could they help but be?
We start with pedigreed seed in specially prepared soil.
Fuss over 'em like a hen over her only chick. Pick and
pack them at the fleeting moment of perfect flavor.
The Green Giant flavor, of course. Had the pleasure yet?

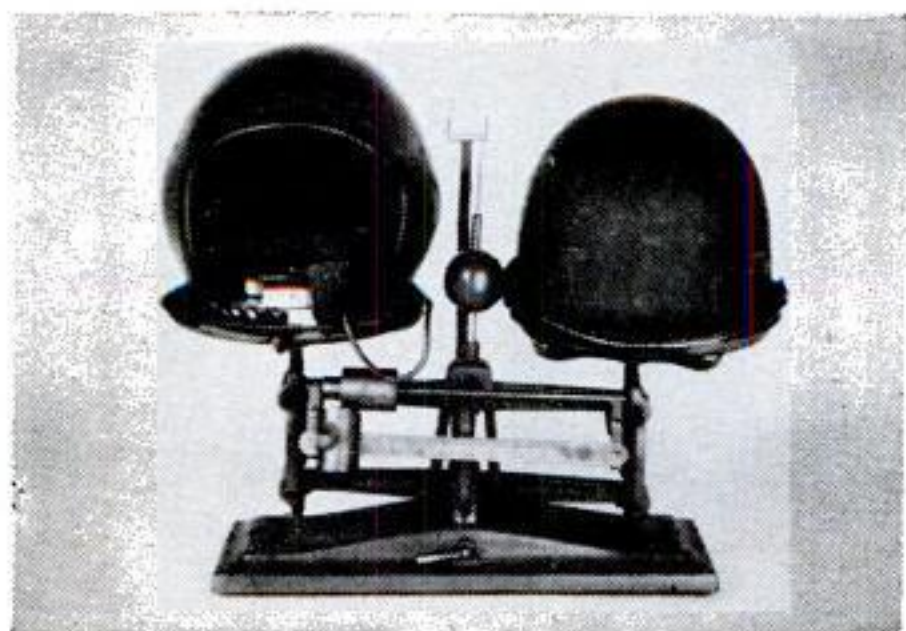
the one and only
Green Giant Peas
BRAND

Picked and packed at the fleeting moment of perfect flavor



Green Giant Company, headquarters, Le Sueur, Minnesota. Green Giant of Canada,
Ltd., Tecumseh, Ontario. "Green Giant" Brand Reg. U. S. Pat. Off. ©GGCo.

MILITARY AFFAIRS



LIGHTWEIGHT HELMET (left) weighs 2 pounds 11 ounces with radio, 7 ounces less than old model.

TWO-WAY RADIO IN A GI HAT

An almost unbreakable helmet is rigged for battlefield talk

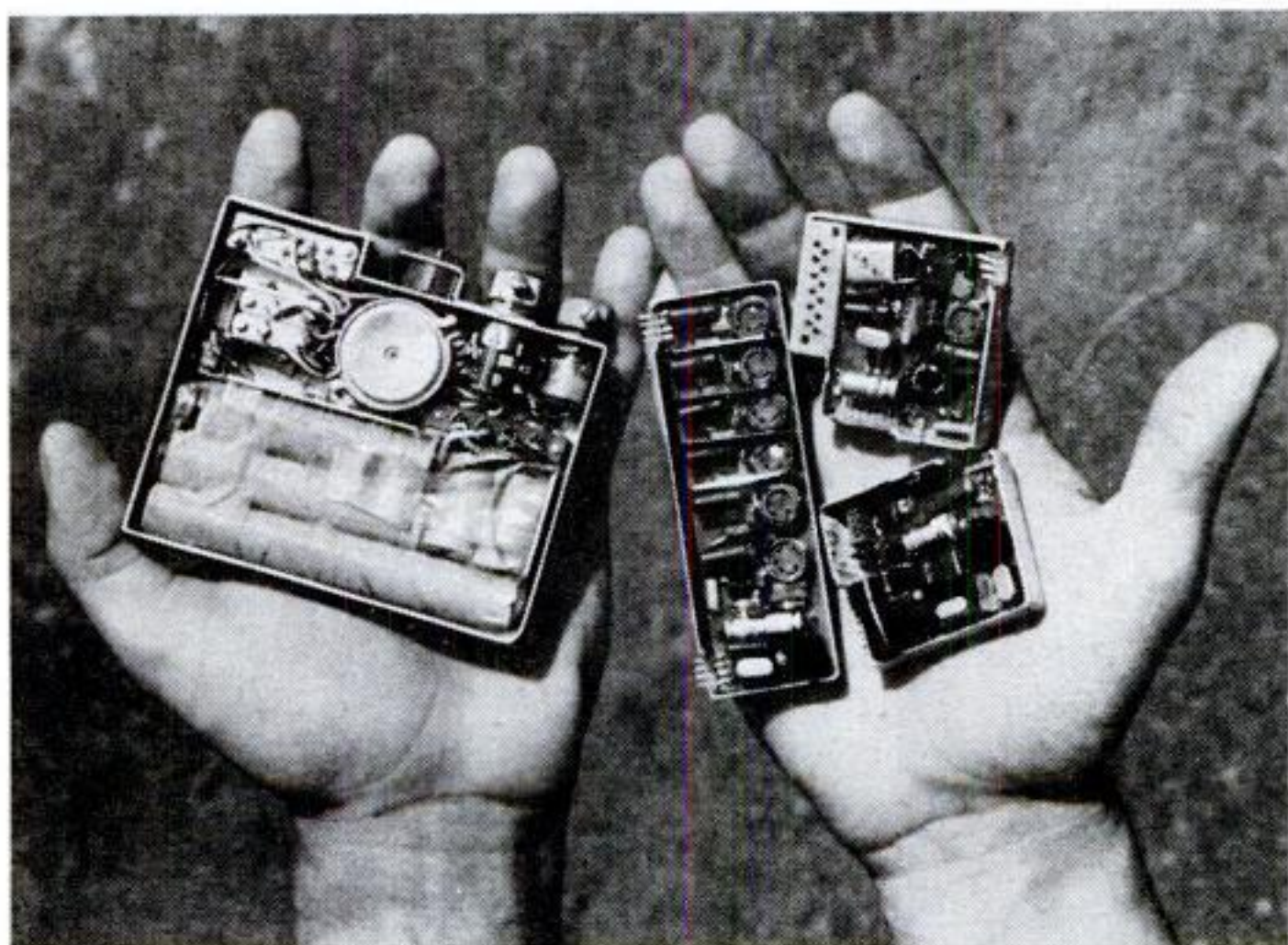
The latest thing in Army headgear is a helmet which serves partly as protection and partly as a radio. Made of glass fiber, the helmet is lighter than the familiar GI steel hat but so tough that violent blows from a sledge hammer leave it unscathed. Inside, the helmet carries a tiny radio set capable of transmitting a voice as far as a mile. If a soldier is too close to the enemy to speak, he can acknowledge messages or warn his comrades by pushing a button which sends "beep" signals.

Not all GIs will wear the radio helmet. Fearing all would talk at once, the Army will reserve the radio headpiece for patrols, squad leaders, forward observers. The helmet has already caught the civilian imagination of Paul Brown, coach of the Cleveland Browns football team. He wants to put one on his quarterback so he can radio plays right from the bench.



UNDENTED HELMET sends a hard-driven six-pound sledge hammer bouncing off in demonstration

at Fort Monmouth, N.J., where radio was developed. Repeated blows only scratched the painted surface.



NINE-OUNCE RADIO, which clamps into sides of helmet, has units which can be easily replaced. Batteries (left) permit 12 hours of continuous transmission.

PATROLLING SOLDIERS, too far apart to converse without shouting, talk through helmet microphones to avoid attracting attention during maneuver.



FOR YOUR OWN SAFETY,

Here's how the professional truck driver sets his outstanding safety record

The accident rates of a cross section of the important, large professional truck fleets show a reduction of more than 50 per cent, just since World War II*.

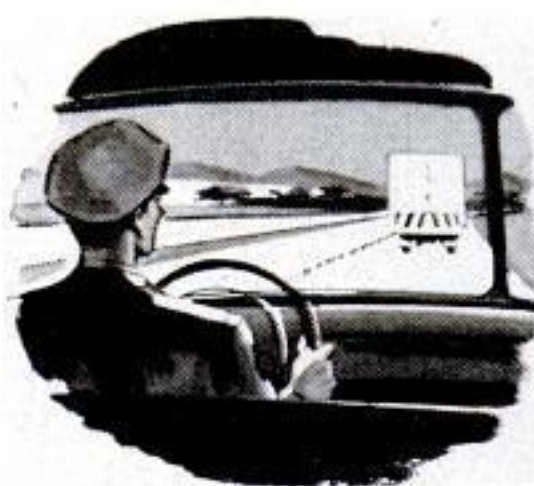
The record of these fleets, made up primarily of common carriers and other vehicles driven by professional truck drivers, is an indication of how certain professional rules of the road can help reduce accident rates for everyone. Naturally, the first rule these professionals follow is "check the equipment before you start". Simple routine checks before leaving often spot trouble where it is easily fixed and prevent breakdowns on the road.

*Source: Individual company reports to the National Safety Council.



1. Take a "break"

The professional driver doesn't risk getting drowsy behind the wheel. He starts his run well rested, stays alert by taking "breaks" along the way.



2. Stay back

To make sure he stops safely, he allows at least one vehicle length between his truck and the vehicle ahead for each 10 miles-per-hour of speed.



3. Heed Signs

Road signs are there to prevent accidents and save lives. The driver realizes that. For his own safety, he looks for those signs and obeys all of them.

Professional drivers grow more important to our nation every year. Nearly everything for your home gets moved by truck at some point on its way to you.

Today, almost six million men drive these trucks that serve you so well. These men are professional drivers, trained to drive safely. Every day they do their professional best to reduce highway accidents.

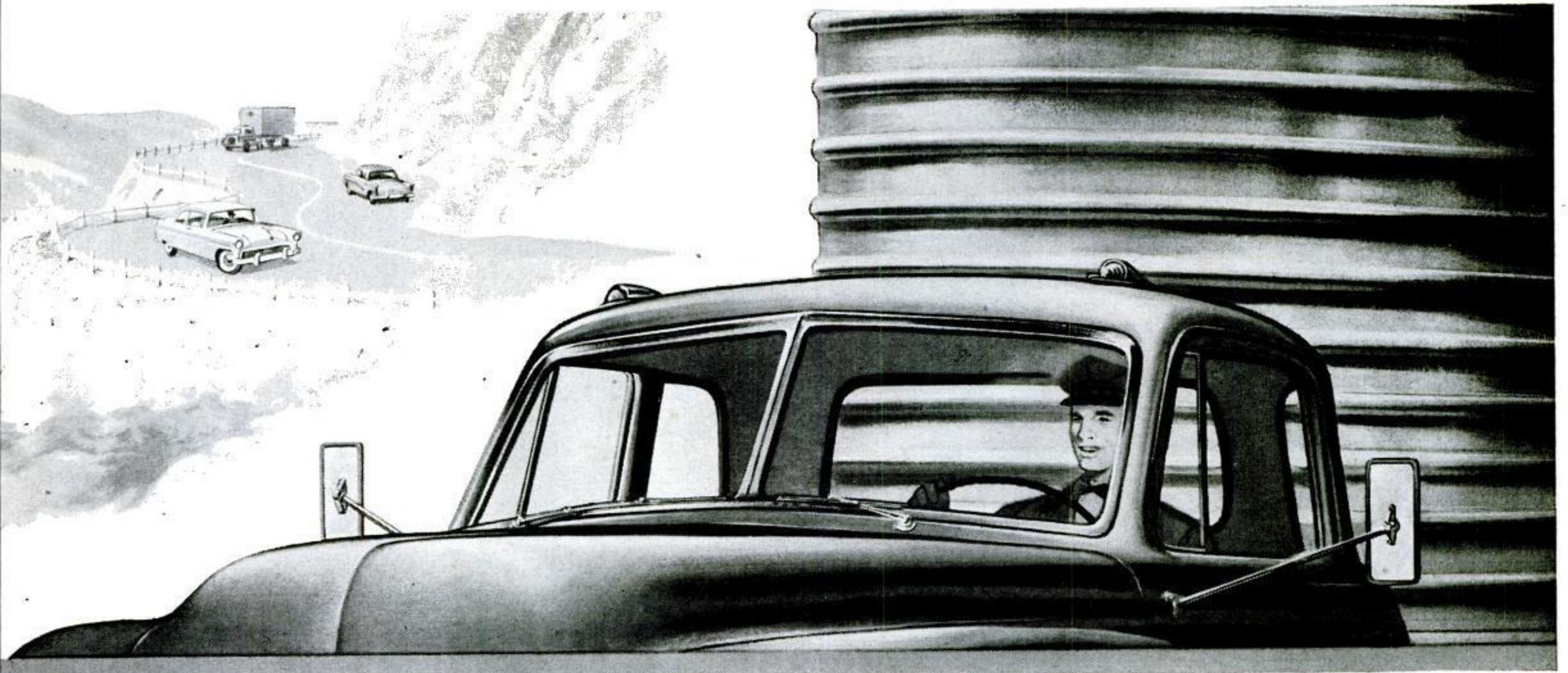
THE MAN IN THE TRUCK IS YOUR FRIEND ON THE ROAD



United States Rubber

ROCKEFELLER CENTER, NEW YORK 20, N. Y. IN CANADA: DOMINION RUBBER COMPANY, LTD.

TAKE THESE DRIVING TIPS



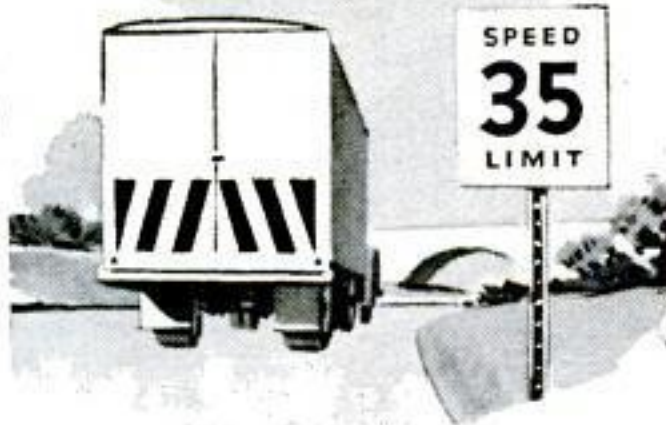
4. Use hand signals

In city traffic, he gives hand and/or light signals for 100 feet or 1 block before turning. On the highway he signals for 500 feet.



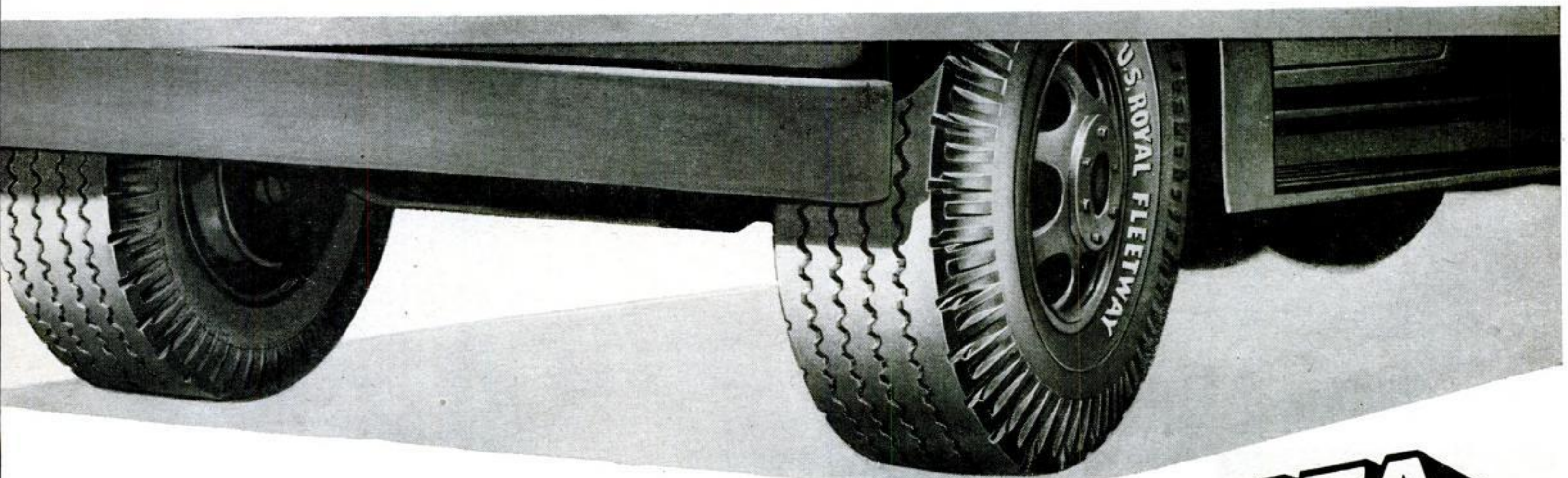
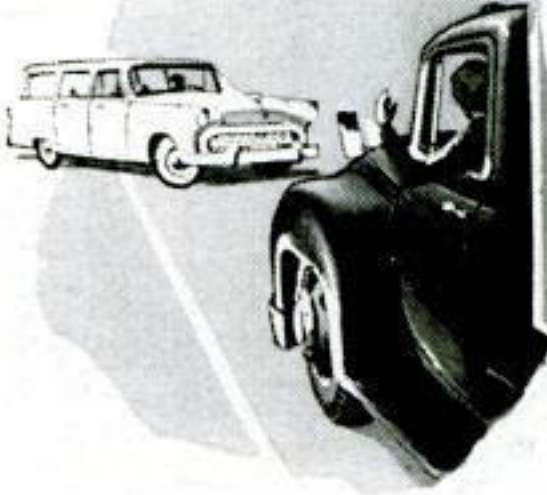
5. Obey speed limits

The professional truck driver is trained to respect posted safe-driving limits. He knows it's common sense—the faster you go, the harder it is to avoid the unexpected.



6. Be Courteous

The professional truck man believes every driver has a right to the road, and he's glad to share that road. Courtesy goes hand in hand with safety!

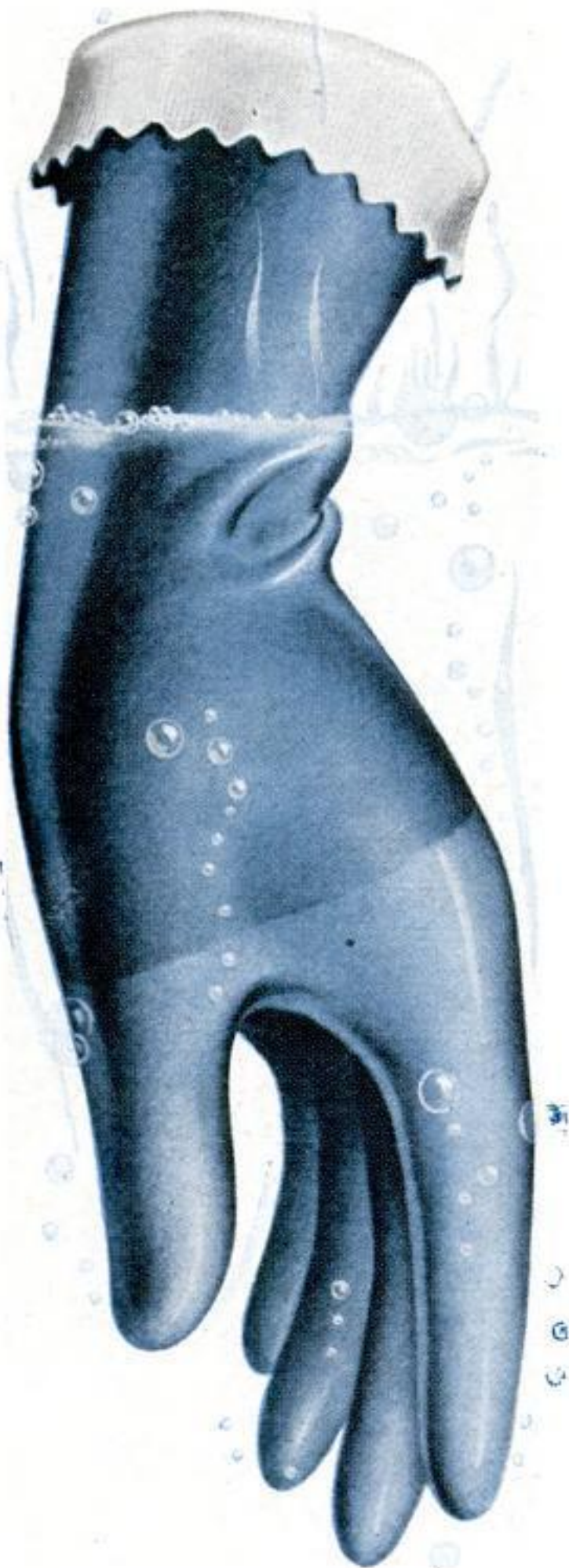


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MEMBER **ATA**
FOUNDATION INC.
AMERICAN TRUCKING INDUSTRY

Your Hands Tell Your Age

Only Household Gloves
Keep Them Young

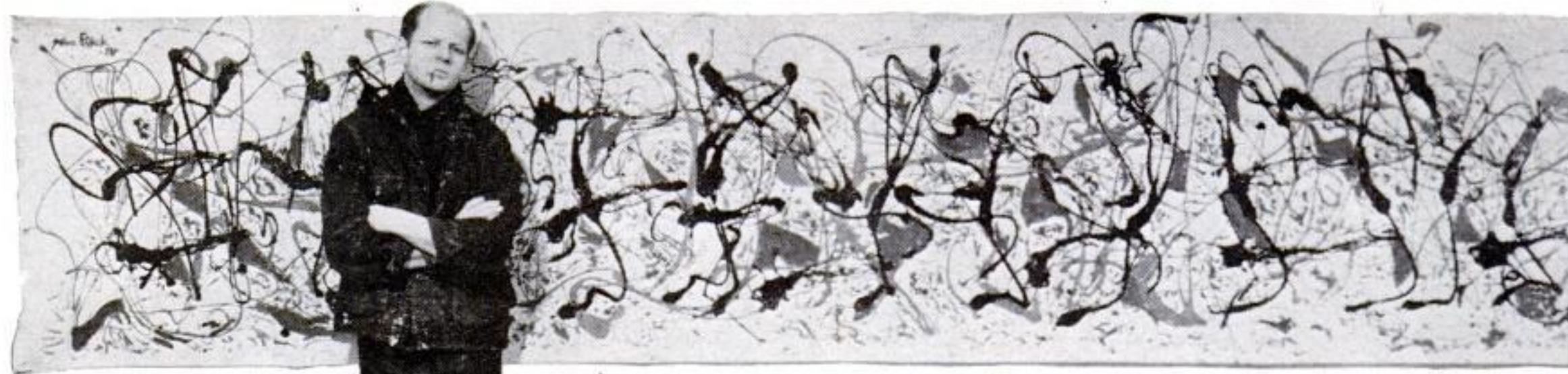


Knit cotton lined

Bluettes® prevent irritation from detergents and soaps, discomfort from the hot water necessary for sanitary dish washing, and provide protection quickly without messy talcum or creams.

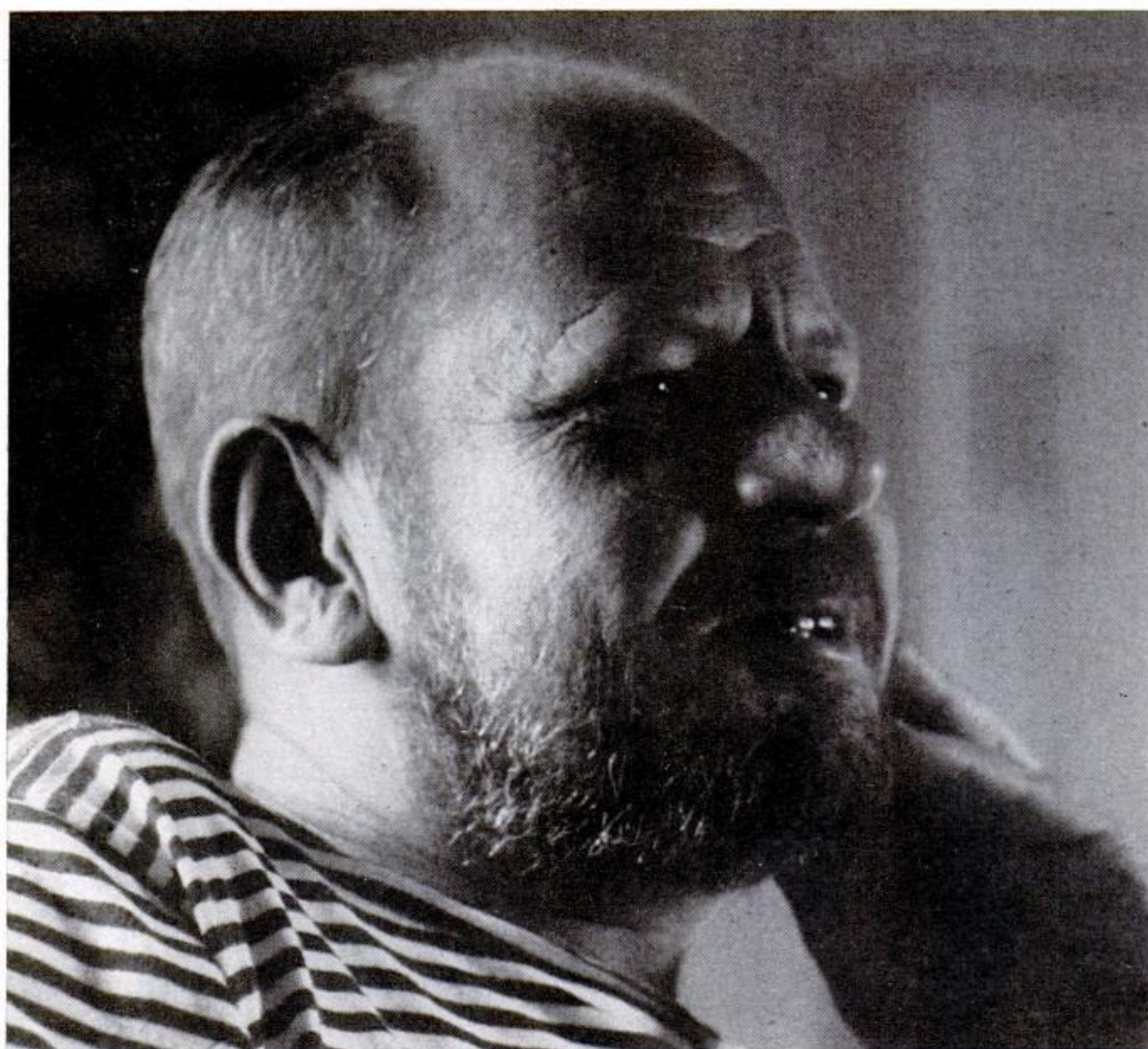
Du Pont neoprene exterior withstands cleaning compounds that ruin latex natural rubber gloves.

\$1.49 at drug, food, hardware and department stores. Other popular products by The PIONEER Rubber Company, 190 Tiffin Road, Willard, Ohio: Cotton down lined SUPER Ebonettes (98c) and nimble fingered Standard Ebonettes (79c) household gloves. All prices slightly higher in Canada.



ART

Rebel Artist's Tragic Ending



POLLOCK, PHOTOGRAPHED 10 DAYS BEFORE HIS DEATH, SPORTS RECENT GROWTH OF SHAGGY BEARD

CRITICAL STORM BROUGHT JACKSON POLLOCK FAME

In an auto accident near East Hampton, Long Island, the 44-year-old painter, Jackson Pollock, a fortnight ago met a violent death. During his lifetime Pollock was the most talked of, the most stormily controversial artist in the U.S. Pollock tacked his huge canvases to the floor and dribbled enamel and sand onto them. The result was vistas of writhing paint trails like the 18-foot long "Number Nine" which LIFE once (Aug. 8, 1949) reproduced complete and which is shown in part with the artist at top of this page. Works like this threw some critics into rhapsodies but reminded others of half-baked macaroni.

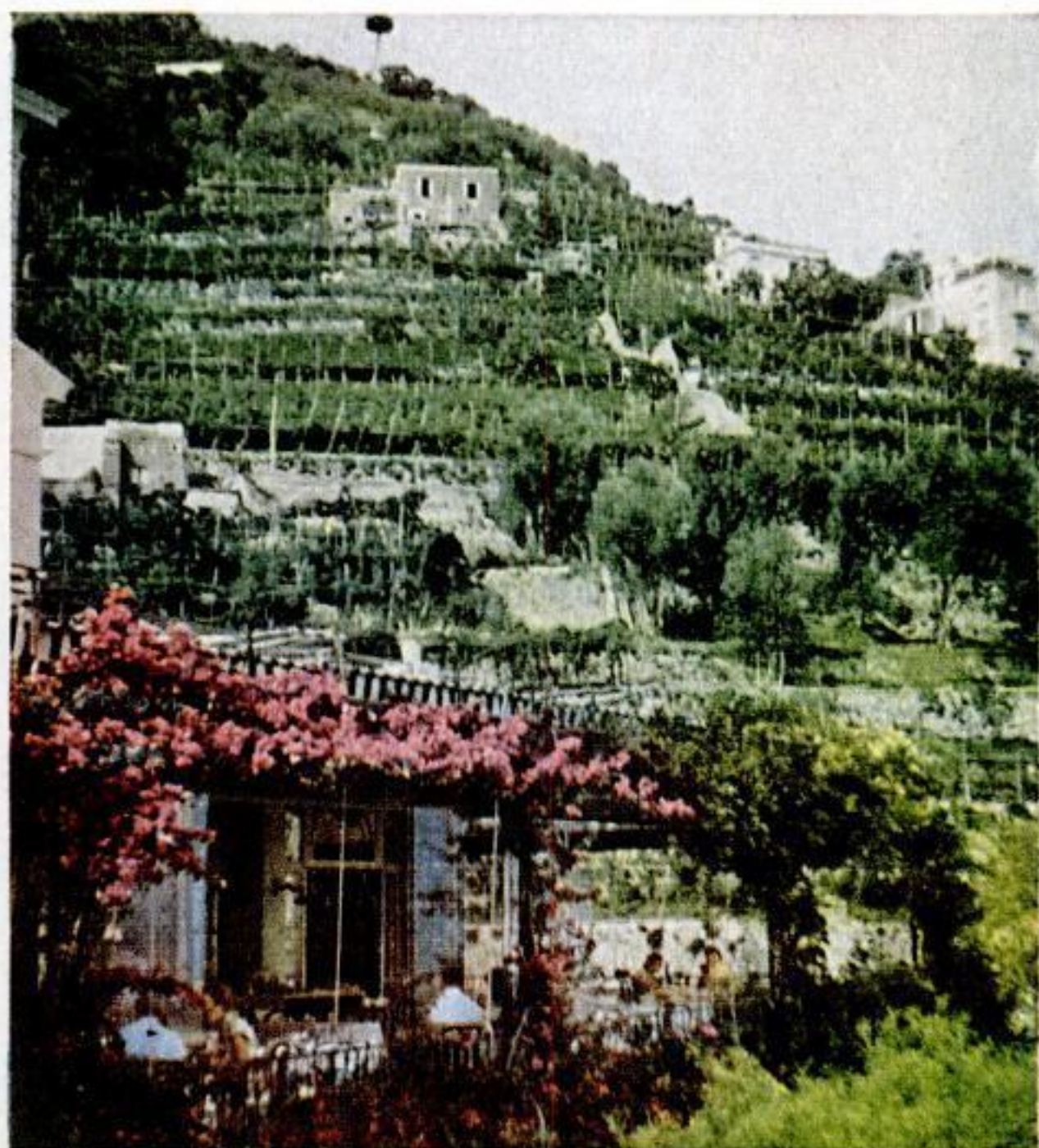
Pollock's method made him famous. His style, with its restless activity of color and dramatic textures, stirred a whole generation of young American painters. His designs have found their way into everyday things like fabrics and his paintings, which sell today for as much as \$10,000, are in nearly every major U.S. gallery. Shortly before his death Pollock began to expand his art, giving up some of his dribbling in favor of brush strokes (right).



LATE CANVAS SHOWS PAINSTAKING BRUSHWORK



“A tempting Italian dinner...on your table in 12 minutes”



AMALFI DRIVE



Company for dinner—and you don't know what to serve? Why not surprise them with a big steaming platter of Italian spaghetti—fixed the way they fix it over there!

It's easy—with Chef Boy-Ar-Dee Spaghetti Dinner. And it takes you just 12 minutes! Here in one box you get everything you need:

First, a package of special thin-strand spaghetti... then a big can of zippy Chef Sauce—with Meat or Mushrooms, ready to heat. It's rich with tomatoes, perfectly seasoned with characteristic Italian spices... and last, a can of sharp Italian-style cheese.

Who could resist such a meal! And who but Chef makes it so easy for you to enjoy! The complete dinner for 3 costs only about 14¢ a serving.

Once you try it—you'll dine in the grand Italian manner often!

CHEF BOY-AR-DEE®
Spaghetti Dinner

with meat or mushroom sauce

WOOLWORTH'S



FIRST QUALITY PRIMROSE NYLONS: Seamless and Full-fashioned. 15 & 30 denier. 3 shades. Sizes 9 to 11.

79¢ 89¢ 98¢ pr.



by South Berwick Shoe Company

CASUAL PUMPS: Leather-like. Slight heel or crepe sole. 4½ to 9.

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ORLON SWEATERS: Slip-on or cardigan style. All colors. 34 to 40.

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BOBBY PINS: Rubber-tip; plain; long; short. Black, bronze, silver.

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25¢



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DYNEL PONY TAIL
Nylon Stretch-net 10¢
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BIG SILK SCARFS AT SAVINGS: 33" x 33". Large choice of vivid prints and solid colors.

49¢ 59¢

GIRLS' DUNGAREES: Long-wearing blue denim. Sanforized®. Zipper. Sizes 7 to 14.

1 79*

TRIPLE ROLL SOCKS: Wear up or fold over. Elastic topped cotton. White. 9 to 11.

59¢

CANVAS OXFORDS: Sizes for all ages in red, white or blue. Support feature. Rubber soles.

1 69* to 1 98

TEENAGE BRA in stitched white cotton. Adjustable straps. 30, 32, 34. AA cup.

69¢

Shop your Woolworth's

Woolworth's studied thousands of purchases—found 37 "musts" on your and everyone's back-to-school lists—then worked with manufacturers and combed the markets for a solid year to bring them to you at amazing prices right when you want them. Look them over! They're just what you need! And hurry to Woolworth's—these wonder-buys can't last long!

WARM ORLON SWEATERS with classic V-neck, long sleeves. Choice of light and dark shades. Sizes 10 to 16.

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DURABLE DUNGAREES: Well-tailored in Sanforized® blue denim with zipper fly. Reinforced for wear. Sizes 8 to 16.

1 39*

TENNIS SHOES: Black. Rubber soles. Boys' 2½ to 6; Youths' 11 to 2; Men's 6½ to 12.

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SAVE ON SHIRTS of flannel suedene. Plaids. Pre-shrunk. Sizes 4, 6, 8 and 10 to 16.

1 00 1 98



ZIPPER JACKET: Waterproof gabardine. Quilt-lined. Navy; brown. 7-14.

3 98

rings the bell with **BACK-TO-SCHOOL BARGAINS!**

now for these **37** hand-picked values!



KNIT PANTIES: Fruit-of-The-Loom cotton. Brief or band leg. 2 to 14. 25c pr. **98c**



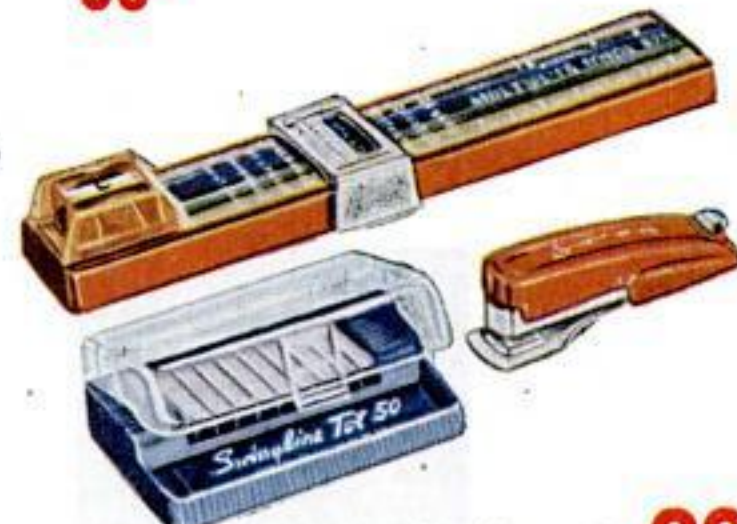
BUSTER BROWN ANKLETS: BEBON® cotton. Child's 6-8½; teen's 9-11. Wide color selection. pair **35c** **59c**



PAPER-MATE "CAPRI" PEN with "piggy back" refill. Push-button top. Plastic and chrome. Colors. **1.95**



BLUE DENIM LONGIES with boxer waist. Reinforced; Sanforized® for minimum shrinkage. 1 to 6x. **1.19**



PENCIL BOX multiplies, divides! Red or green & amber. **29c**

TOY SPEED STAPLER with 1000 staples in plastic box. Staples only, 25c. **98c**



PENCIL BOX with 8 pencils and crayons, sharpener, eraser, ruler. Pull-out drawer. Red or blue. **59c***



COTTON CUSHION FOOT SPORT SOCKS: Sizes 8½ to 10½. 39c pr. 3 prs. **1.15**

A JACKETS: Zip-front water repellent poplin, gabardine, corduroy. Some quilt-lined. Colors, 4 to 14. **2.98 to 4.95**

B POLO SHIRTS: Fine combed cotton knit. Long or short sleeves. Solids or stripes. Sizes 4 to 8. **69c to 79c**

C CORDUROY LONGIES in sturdy soft pinwale. Boxer waist; solid colors. Sizes 3 to 6. **1.29**

D DRESSES: Gay washable cottons in adorable styles for little girls. Sizes. 3x to 6x. **1.98 to 2.98**



TEE SHIRTS AND BRIEFS of famous quality Fruit-of-The-Loom knit cotton. 4 to 16. 49c each or 3 for **1.45**



E SCHOOL BAG of plastic. Handle or shoulder strap. 2 pockets. 14" x 10". **1.98**

F COMPOSITION BOOK: Stiff marbled covers. 64 sheets. **25c**

G BIG ZIPPER BINDER in leather-like plastic. Inner pockets. **1.98 plus tax**

H METAL LUNCH BOX & 10 oz. vacuum bottle. Full-color Roy Rogers—Dale Evans design. **2.59 set**

I LOOSELEAF BINDER: Canvas. 2 or 3 ring. Metal ring booster. **79c**

STIFF BLACK BINDER: **39c**
FILLER PAPER: 10c, 25c & 49c pkg

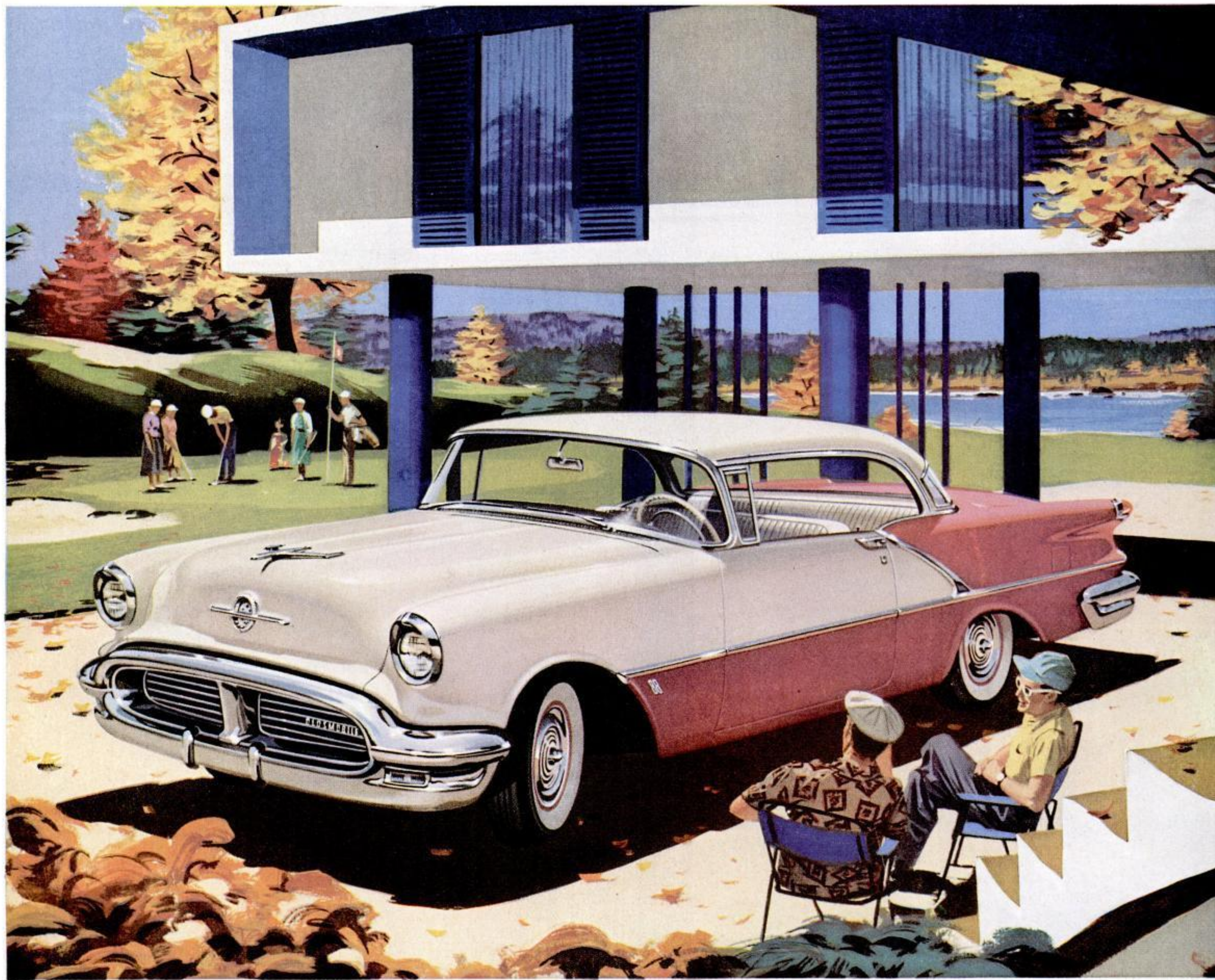
*Slightly higher in West.

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Percy Faith's great Orchestra and Chorus, famous guest stars. Every Sunday afternoon on the CBS Radio network.

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... ESPECIALLY RIGHT NOW !



"88" HOLIDAY COUPE

**Your Investment
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Bright idea . . . to brighten all your days! Include this beautiful Olds "88" in your plans for action . . . right now! It's the smart time to make your move! Enjoy the big-car beauty of Oldsmobile's styling leadership as you cruise along the highway in command of the Rocket's 230 hp., high-compression performance. Enjoy *all* the advances that insure Oldsmobile's exceptionally high resale value. Best of all, you can own an Oldsmobile at a price that's surprisingly low. And you'll get high value for your trade-in now . . . while you move up to motoring at its best! Let us show you. We'll welcome your visit today!*

*240 h.p. in Series Ninety-Eight and Super 88.

A QUALITY PRODUCT BROUGHT TO YOU BY YOUR OLDSMOBILE QUALITY DEALER!

OLDSMOBILE



UTILIZING WALL PURPOSELY LEFT UNPAINTED SO THE MUD WILL ADHERE, BIRDS OCCUPY FINISHED NESTS AT THE TOP WHILE NEWCOMERS BUSILY BUILD BELOW

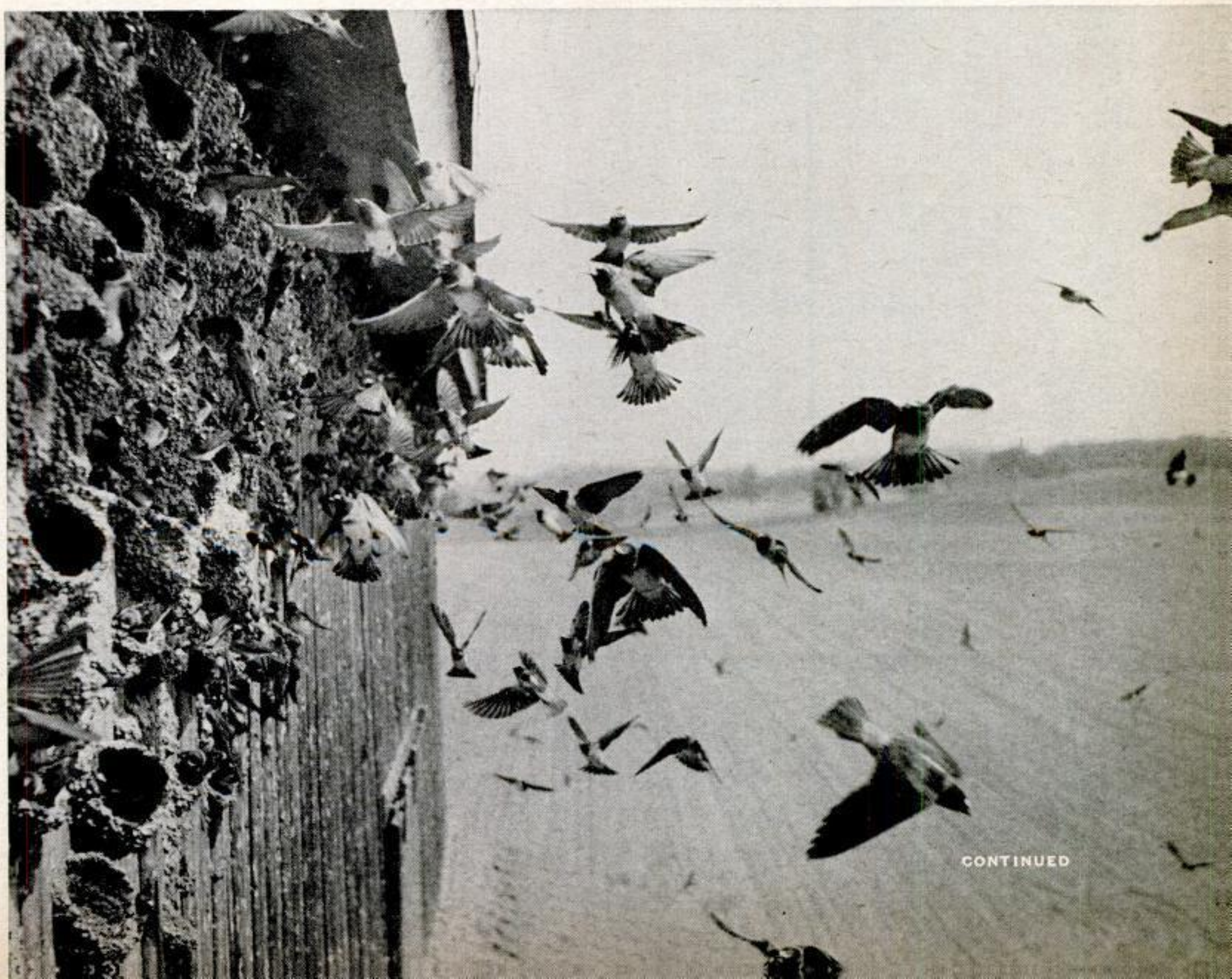
A SWALLOW SANCTUARY ON AN OLD BARN WALL

In Wisconsin the birds thrive
under a friendly farmer's care

On a farm near Deerfield, Wis. there is a barn with walls that resemble the pocked surface of the moon. It is the abode of a huge migratory colony of cliff swallows and a tribute to the loving care of a farmer named Cory Bodeman, who last week watched with pride as another brood of birds got ready to head south.

Many of the swallows are believed to be descendants of a small number that nested on the barn more than half a century ago. At that time Cory, then a boy, was outraged by some English sparrows that took over the igloo-like mud nests and killed young swallows. Bodeman declared war on the marauders and in the following years guarded the nests with a shotgun. Now 70, Bodeman has seen the swallow population grow to more than 7,000. To see how he further helps his friends, turn the page.

SWARMING SWALLOWS come and go near nests → that are built close to eaves as protection from rain.



CONTINUED

SPOT and STAIN RESISTANT
SILICONE
finish

STYLED FOR WEAR . . . IN STYLE EVERYWHERE

Reston
SLACKS

HERCULES TROUSER CO.
COLUMBUS, OHIO

rich
all wool
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water-repellent

holds a crease

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FLANNELS • SHEENS

For Campus or Play,
this fall. Now at a
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ABOUT

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Send name of nearest Reston Slacks dealer.

☐ All Wool Sheens ☐ All Wool Flannels

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Swallow Sanctuary CONTINUED



MAKING MUD during a brief period of drought, Bodeman wets down an area of his barnyard so that the swallows will have a quarry of nesting clay.



GATHERING CLAY in a cornfield after a rain, swallows use beaks as hods for trip to barn. Birds line bottoms of nests with small pieces of straw.



BUILDING NEST, swallow sets wet mud on unfinished rim. Because birds thrive better in new nests, Bodeman destroys old ones after swallows depart.

Everyone In The Family
Has One or More Daily Uses For

MEXSANA
MEDICATED POWDER



Clinical Tests Prove It Quickly
Relieves, Also Prevents Many
Simple Skin Irritations*

Mexsana Powder is a favorite from baby to grandpa! Gently medicated, with absorbent cornstarch base, Mexsana clings close for longer relief. Keep it in bath and nursery. 39¢, 79¢, \$1.19 at all drug counters.

- * Minor Skin Rashes
- * Girdle Rash
- * Chafe • Gall
- * Collar Rub
- * Baby's Diaper Rash
- * Shoe Pressure Rub



World's Largest Selling
Medicated Family Powder

A Plough Product

Make-Up Base, Hand Cream

Helps Heal Externally
Caused Blemishes



Mexsana Skin Cream's special medicated, lanolated formula quickly soothes fiery sunburn, too. Get a jar today. 39¢, 70¢.

Eyes Sore? Tired?

● Prompt relief! Bathe eyes with LAV-OPTIK Eye Lotion. Burning, inflammation, soreness, tired feeling, itching from local irritations all relieved. Cools, soothes, refreshes or money refunded. 44 years success. Get LAV-OP-TIK. (Eye-cup included.) All druggists.



BOYS' DRESS SHIRTS

SPORT SHIRTS

PAJAMAS

At Better Stores Everywhere

HIS NIBS Empire State Building, N.Y.

**TENSE NERVOUS
HEADACHES**

call for

STRONGER Yet SAFER

ANACIN

Can Not Upset
The Stomach

Anacin not only gives stronger, faster relief from pain of headache, but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today!





The most useful piece of baggage that ever went back to school!

Choose a Smith-Corona portable typewriter from any of five decorator colors. Pay as little as \$1.25 a week.

Smith-Corona

WORLD'S FINEST PORTABLE TYPEWRITER





WHEN GENTLEMEN
Bud

ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES



AGREE...

weiser®

^{King}
of Beers

So many people use

ONLY GLEEM—*the toothpaste for people who can't brush after every meal*



JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria



MOUTH BACTERIA BEFORE
BRUSHING—THESE ARE THE
CHIEF CAUSE OF DECAY.



AFTER ONE GLEEM BRUSHING,
UP TO 90% OF BACTERIA
ARE DESTROYED.

If you could brush after every meal, any good toothpaste would do . . . but if you can't always brush, even though it's best, then you should use Gleem. One Gleem brushing destroys most bacteria . . . gives added resistance to decay. And Gleem's flavor is so wonderful even youngsters like to use it regularly! Remember, *only* Gleem has GL-70, Procter & Gamble's exclusive cleaner and decay fighter. So always depend on Gleem—it's the toothpaste for people who can't brush after every meal.

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.



*"We can't brush after every meal
so WE DEPEND ON GLEEM!"*





A Town Learns to Whistle Again

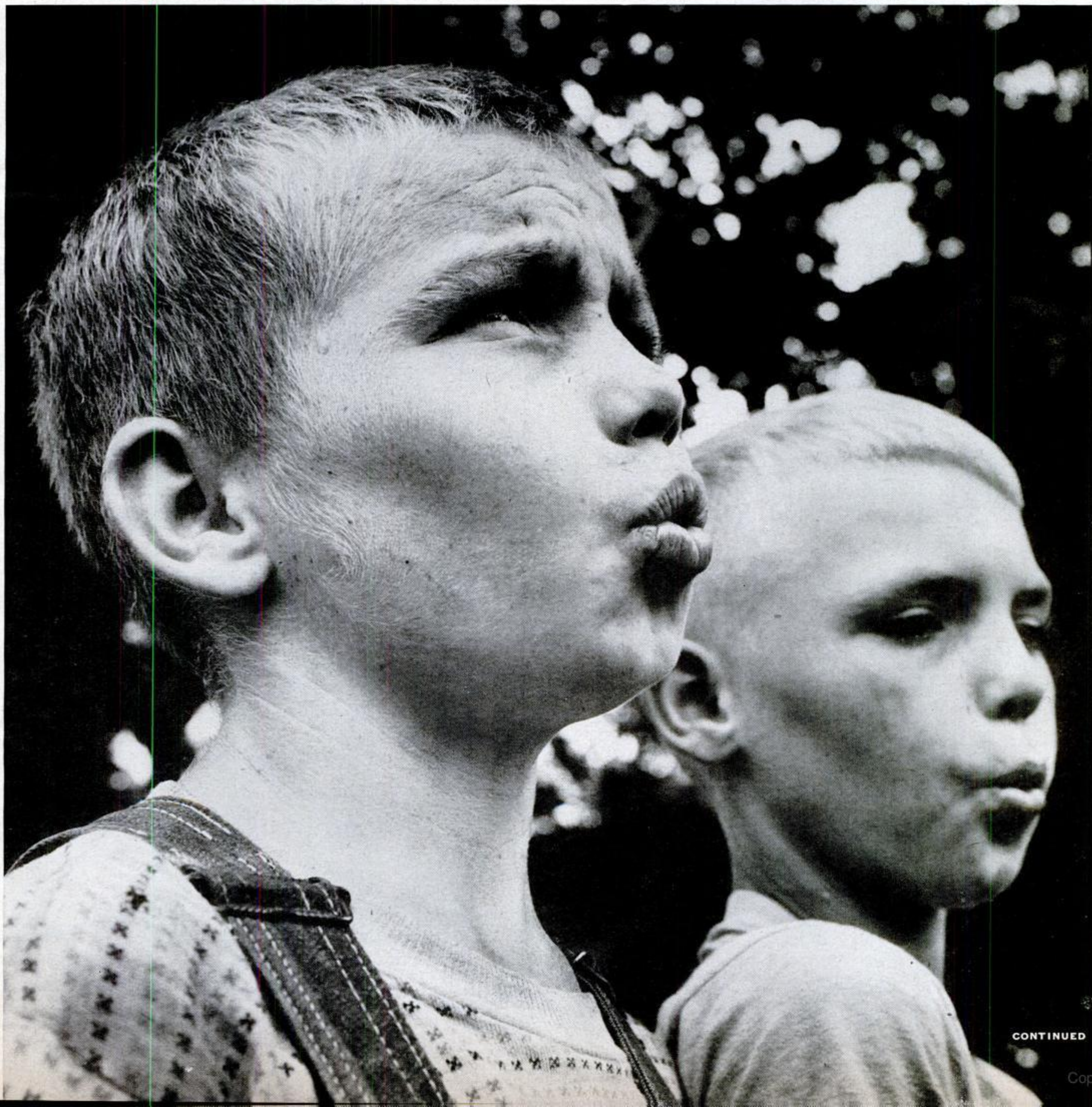
EX-U.S. TREASURER RUNS REVIVAL

As she watches the children passing her general store in Richland, Kan., Georgia Neese Clark Gray, who was treasurer of the United States under Truman, is a happy woman. The kids are whistling so loudly that Richland sounds more like an aviary than a dusty town of 200.

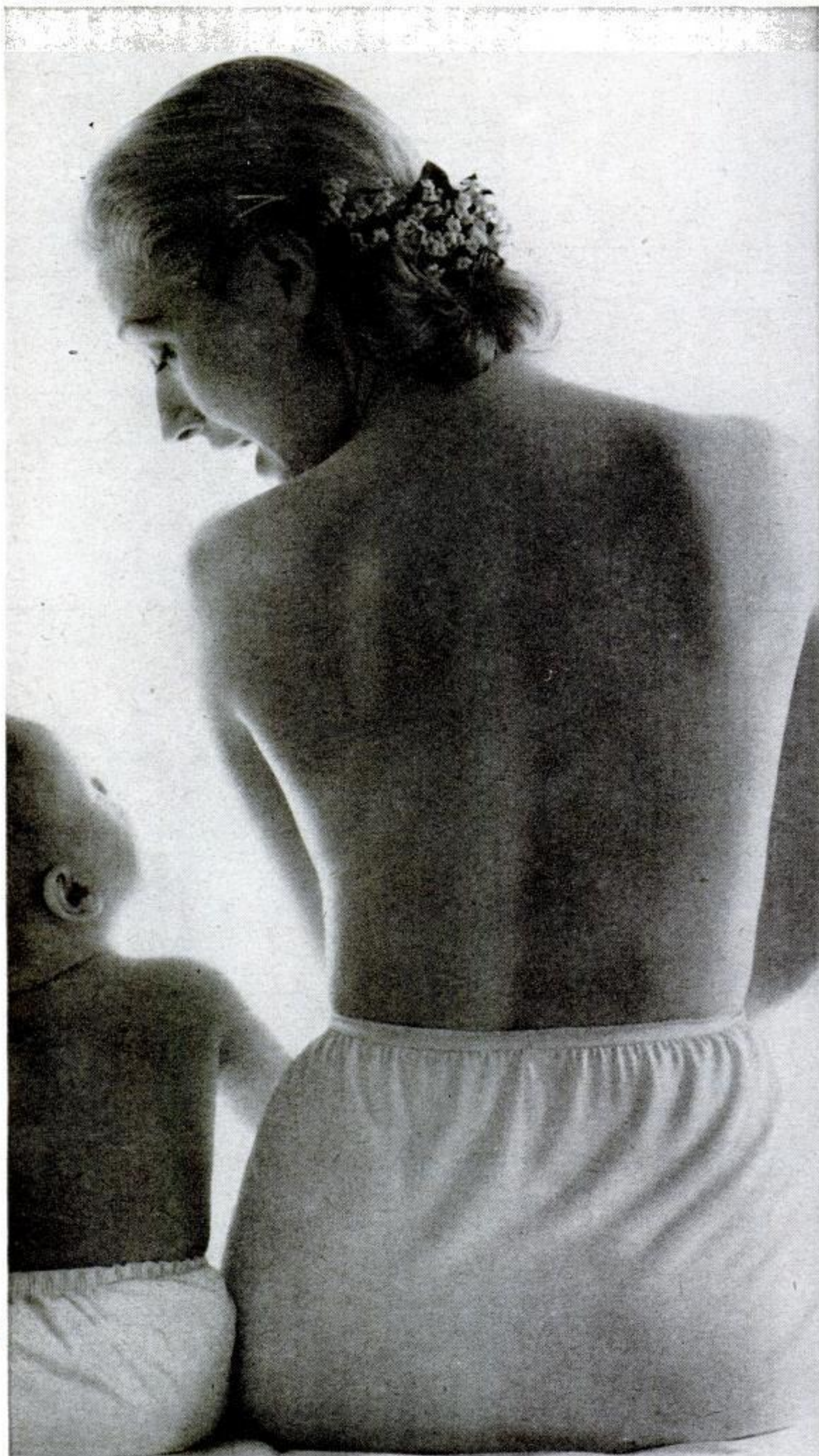
Last June Mrs. Gray, noting that children didn't seem to whistle today as they did when she was young, announced she would hold a children's whistling contest in Richland every Saturday. A judge whose identity is kept secret walks about town listening to the contestants. Never knowing where the judge might be, Richland's children whistle and whistle all through the day. In the late afternoon the best two get a silver dollar apiece. Now the whole town has started whistling—all except Mrs. Gray. She says she can hardly whistle a note and sings in the bathtub instead.

WHISTLERS' BENEFACTOR, Georgia Neese Clark Gray, watches from general store. She has a bank in the rear of her store and owns most of the town.

NOT KNOWING WHETHER THE JUDGE IS WITHIN EARSHOT OR NOT, BILLY RAY WILSON, 9 (LEFT), AND HIS BROTHER JIMMY, 8, KEEP WHISTLING DOGGEDLY



CONTINUED



Spun-lo[®] comfort is a family affair!

Panties of Spun-lo rayon fabric have the Knit with the Fit where you Sit. First choice for comfort, they g-i-v-e with every motion, are naturally absorbent...never feel clingy or clammy! In all styles, only about 69¢. Better-for-baby pants of waterproof Spun-lo rayon...it's fabric, it's softer, it's machine washable! No rubber! No separate lining! Non-allergenic. 5 pretty, baby colors. Pull-on style, about 79¢. Snap-on style, about 98¢.

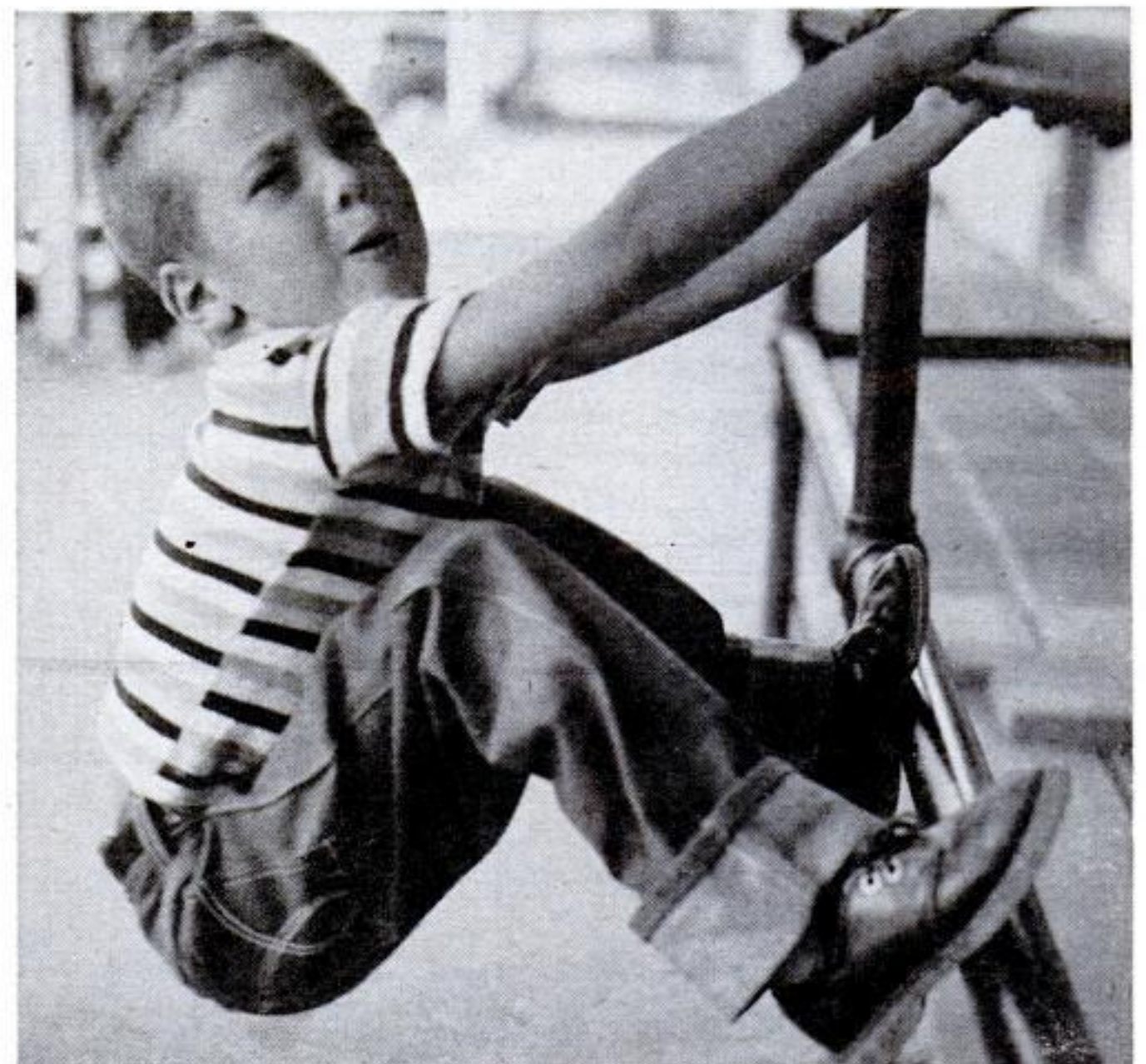
INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO
Waterproof SPUN-LO[®] and Dul-Tone[®] knit rayon fabrics are Syntion processed
*Reg. T. M., I. R. C.



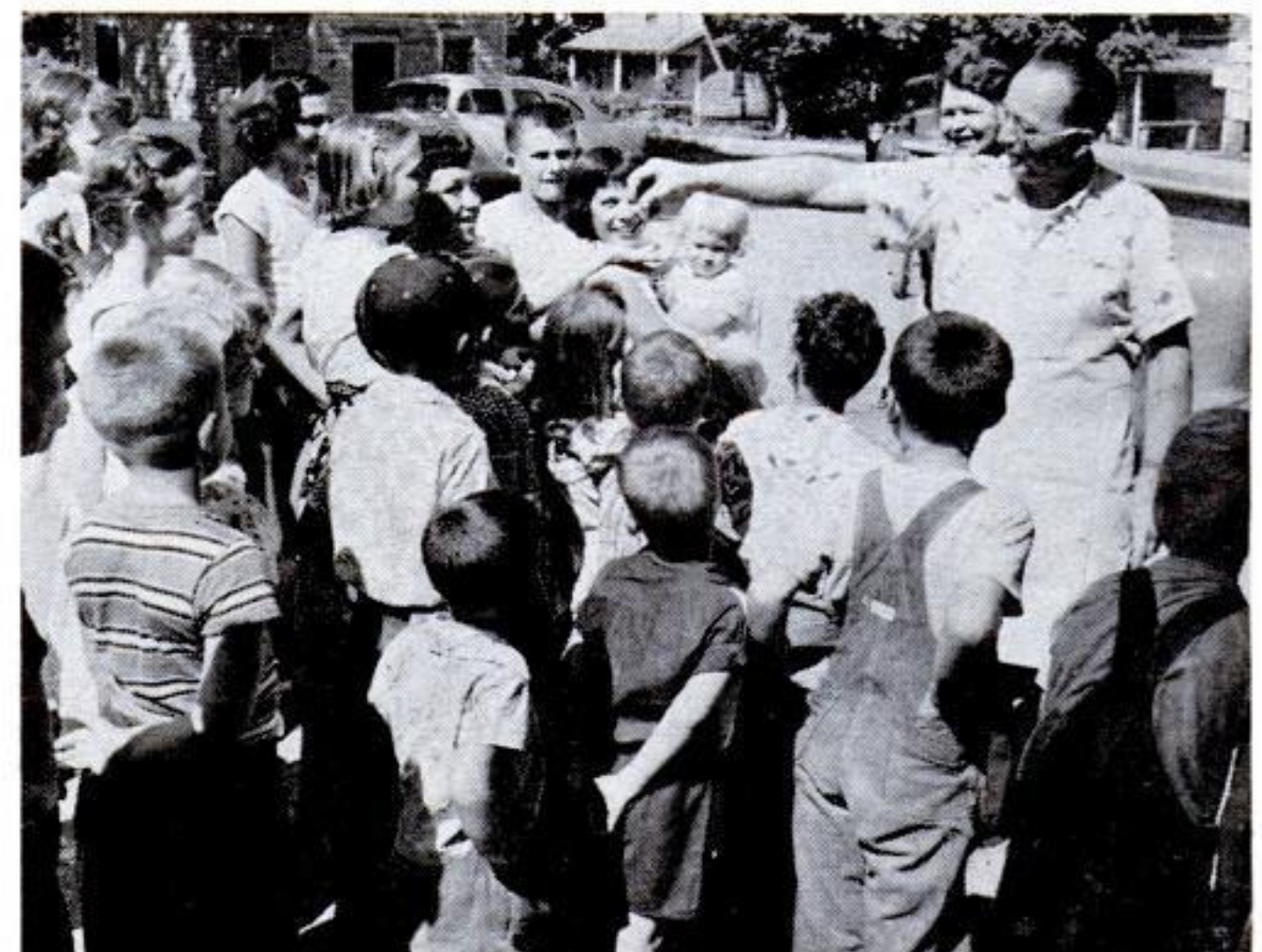
WHISTLE CONTINUED



RIDING BIKE past post office, Terry Hooper warbles loudly. Said the judge, "Not too many of the kids end up on the tune they're trying to whistle."



SWINGING ON RAIL, Denny Sowers, 5, still manages to whistle. Contest is held on Saturdays when families come from nearby farms to chat and shop.



THE PRIZE of one silver dollar, donated by Mrs. Gray, is handed Marilyn Montfort, 12 (center), by judge Earl Barbee who works in the general store.



It's a circus to fix these man-eating dishes

All in favor of fun and flavor,
cook with Heinz Ketchup! You'll find
inspiration for brand new dishes—
give new taste lure to old favorites.



● **Crimson Sauce for Omelet**—Sauté 1 thinly sliced large onion (approx. $1\frac{1}{2}$ cups) and $\frac{3}{4}$ cup chopped green pepper in 3 Tbs. shortening until tender and lightly browned. Add $\frac{1}{2}$ cup Heinz Ketchup and 2 tsp. Heinz Vinegar. Mix well. Heat thoroughly and serve over fluffy 4-egg omelet. (This recipe makes 4 delicious servings)



● **Highland Pot Roast**—Brown a 2-lb. rump roast in 2 Tbs. shortening in Dutch Oven over med. heat. Add 8 small peeled potatoes, 2 stalks celery in 2-inch pieces, 4 carrots quartered, and 16 dried apricots. Sprinkle with 1 Tbs. salt and $\frac{1}{4}$ tsp. pepper. Top with 1 cup Heinz Ketchup and 1 cup sliced mushrooms. Cover. Bake at 325°F. 2 hours, basting occasionally. (Serves 8)

LIVEN YOUR MENUS with dishes that steal the show for their unusual flavor and interest! Just use Heinz Ketchup in your cooking. Men love what this concentrated blend of Heinz pedigreed tomatoes, select spices and fine Heinz Vinegar does to food. And when you consider how *little* ketchup costs compared with the dish it glorifies, you'll see why smart cooks use the best—better-tasting *Heinz* Ketchup. It actually goes farther. Got a bottle handy?



● **Red-Pine Salad**—Soften 2 Tbs. gelatine in $\frac{1}{2}$ cup water. Drain one 20½ oz. can crushed pineapple; add water to syrup to make 2 cups; heat. Dissolve gelatine in hot syrup; add 1 cup Heinz Ketchup, 1 Tbs. Heinz Vinegar. Chill. Fold in pineapple, one cup chopped celery. Pour into 1 qt. ring mold; chill. Unmold; top with chopped nuts. (Makes 8 servings)



You know it's good because it's Heinz!

WATCH HEINZ "STUDIO 57" AND "CAPTAIN GALLANT OF THE FOREIGN LEGION" EVERY WEEK ON TV



RED COATED TRUMPETER ADDS TO SPECTACLE OF HARNESS RACING AT CALIFORNIA'S HOLLYWOOD PARK. TROTTERS, WHO TAKE OVER WHEN RUNNERS CLOSE

A COUNTRY SPORT GETS

UNDER THE LIGHTS AT ROOSEVELT RACEWAY MOBILE STARTING GATE PICKS UP MOMENTUM AND FOLDS ITS COLLAPSIBLE ARMS AFTER GETTING THE FIELD STARTED





DOWN, ARE LED TO THE POST BY MARSHAL (RIGHT)

CITIFIED

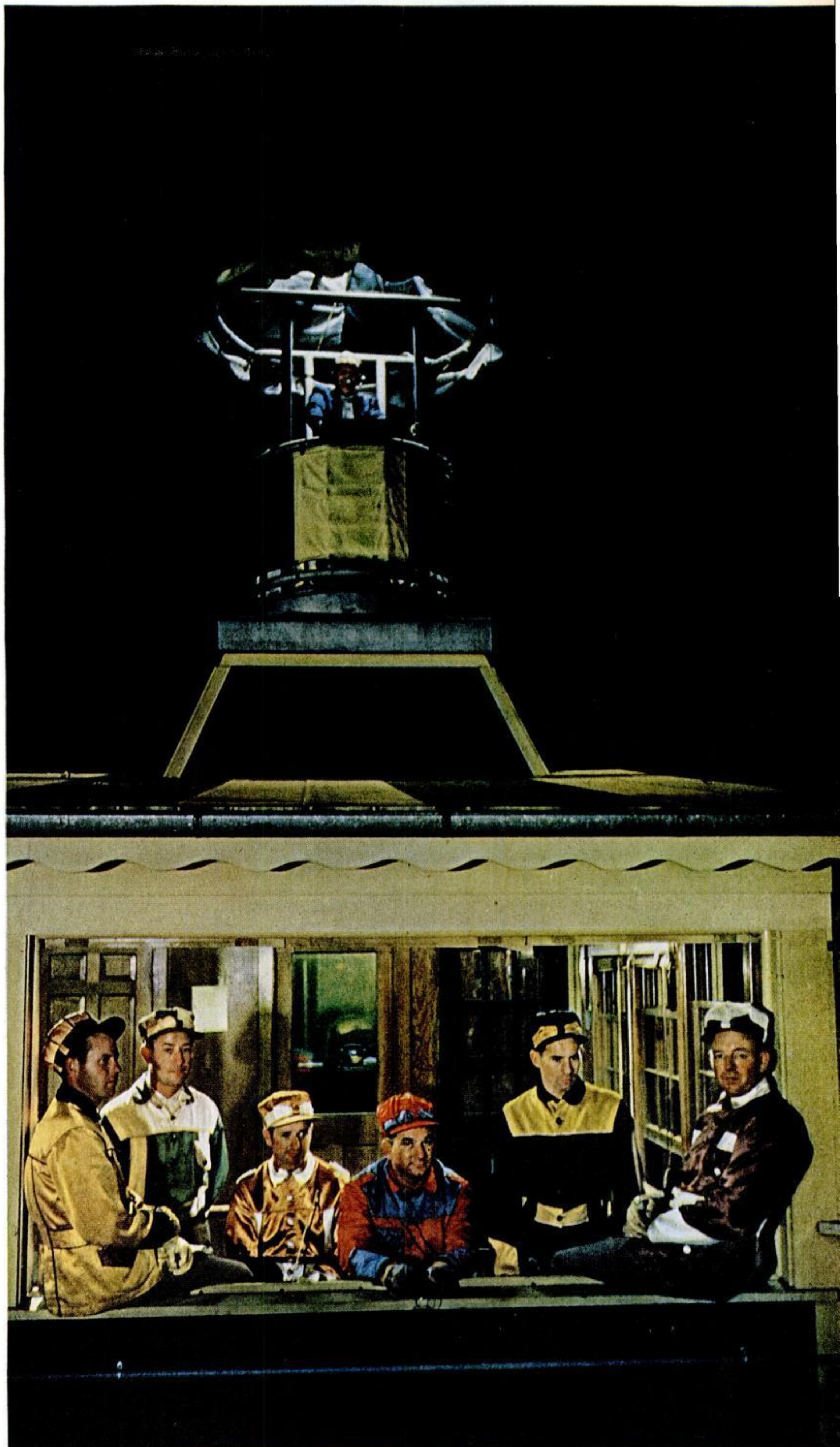
LIGHTS AND GADGETS

MAKE TROTS BIGTIME

The rural ways of harness racing, the traditional mainstay of the county fair, have undergone a revolution. Following World War II some city folks got hold of the sport, brushed off the hayseeds, dressed it up with horns and fancy flourishes and sold it slick as a whistle to big, fancy-betting audiences. In Inglewood, Calif. (above) the horses with the nervous gaits trot in the daytime, but elsewhere—outside New York, Chicago, Detroit and Baltimore—they run at night. "You can glamorize things with lights," says one track operator and the sport has been glamorized so successfully that U.S. harness racing fans bet \$477 million last year and a new \$14 million supertrack is being built by Long Island's Roosevelt Raceway.

What started all this was a unique gadget (left) which eliminated delays in getting races started. The mobile Phillips Gate, invented in 1946, got races off quickly and set off the post-war trotting boom which is shown here, along with the old grass-roots habitat (next page) from which harness racing has strayed so far.

Photographed for LIFE by
HANK WALKER



READY FOR RACES, ROOSEVELT RACEWAY DRIVERS WAIT IN STAND BENEATH TOWER OCCUPIED BY JUDGE

CONTINUED



COUNTRY-STYLE TROTTING still prevails at Connersville, Ind. where horses swinging into stretch make a nostalgic picture of the scene at any county fair

meet run in the U.S. during the past 100 years. Contrasting with the spectacle staged by urban track operators, the horses shown here are local and the track



has no rails. Rather than pay \$1 to sit in grandstand many spectators stand on a slope overlooking the oval. There is no wagering except informal \$1 man-to-man

bets, and one farmer said, "I actually save money watching the horses. It's the only way I can get the kids away from those foolish concession stands."

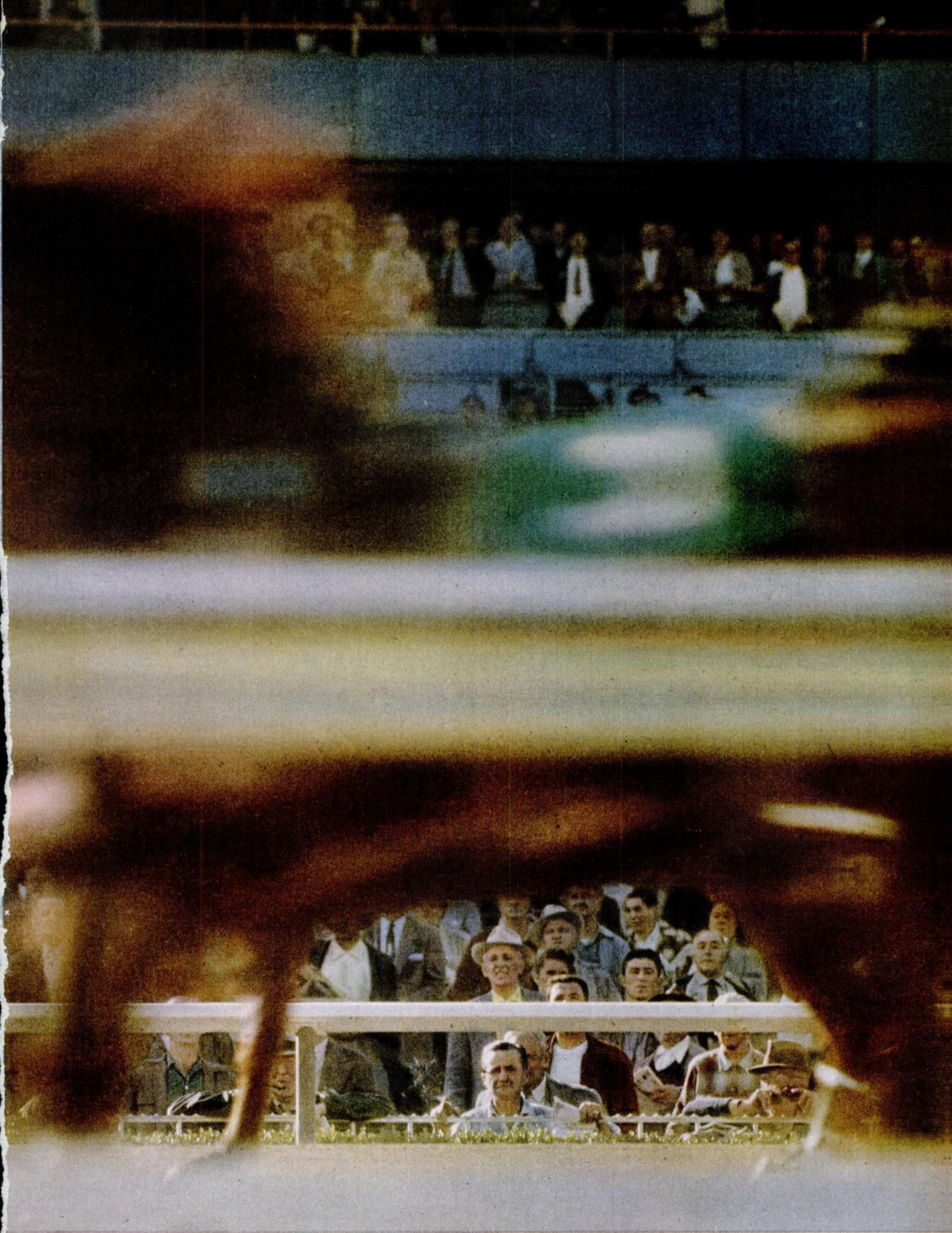
CONTINUED



EXOTIC SETTING of lake and swans gives elegant touch to daytime trotting at Hollywood Park. One mile around, it is twice as large as most nighttime tracks which stress coziness as well as visibility.

EXCITING FINISH, represented (*right*) by blur of a horse, grips fans on rail at Hollywood where \$23 million was wagered last year. The trotters consistently follow form more closely than the runners.







Baked Ham: featured this month in good eating places everywhere!

Eating out gives life a lift!



Everyone in the family loves to eat out! Attentive service, attractive surroundings, wonderful food — all these things give life a lift!

And to match your happy eating-out mood, here's ham so rosy-pink and appetizing it makes you hungry just to look at it!

Careful chefs know they can always rely on Swift's Premium Ham to keep patrons pleased. Smoked to perfection, with natural juices sealed

in, this fine ham is so different it's patented. And Swift's new "lean trim" leaves just enough outer fat to enhance the matchless flavor.

Why don't you enjoy Swift's Premium Ham at your favorite eating place soon? Ask for Swift's Premium Bacon, too. It's the lean, tender bacon with the tantalizing "Sweet Smoke" taste.

For a refreshing change, a lift in your life, why not take your family out to eat today?

Good eating places put quality first... so does



One of a series of advertisements prepared by Swift & Company in cooperation with the National Restaurant Association.

© by Swift & Company, 1956.

Swift
101 ST YEAR

To Serve Your Family Better

Copyrighted material

Unveiling of the New Monroe

'BUS STOP' BRINGS BACK MORE ADROIT ACTRESS

Bus Stop is Marilyn Monroe's first movie since her year-long strike for artistic freedom—a year she spent seriously studying acting, reading good books, talking about playing in *The Brothers Karamazov* and getting to know her Pulitzer prize-winning playwright. But as soon as she steps through the beaded curtain of a Phoenix honky-tonk in 20th Century-Fox's *Bus Stop* it becomes evident that all this intellectual activity has done Marilyn absolutely no harm whatsoever.

She dances in daring costumes, wiggles in and out of tight dresses, lolls lusciously and uses a baby voice to set off an unbabylike figure. Under direction of Joshua Logan, whose sly ways with a camera get a lot of bawdy, brawling fun out of the movie, she shows that she has learned a great deal about her trade, developing a sure satiric touch as a comedienne. Maybe she isn't ready for *The Brothers Karamazov*. It doesn't seem very important.

AS BAR GIRL Marilyn peers from behind the beaded curtain, bracing herself for the nightly job of fooling men into buying tea for her and paying whisky prices for it.



CONTINUED



**You'll never go
back to ordinary
hairdressings!**



**In handsome
squeeze flask ...**

**costs a dollar
and worth it!**

You'll never go back to ordinary hairdressings once you try SUAVE* in this handy, unbreakable squeeze flask. Greaseless, of course...SUAVE can't stain hatbands. Insures natural good grooming all day. Use only a few drops...it goes much further and costs no more to use.

In alligator-grained squeeze flask \$1
Trial size 60c (plus tax)

*Trademark



IN TATTERED COSTUME Marilyn as Cherie dances in nightclub for bus fare to Hollywood. Embarrassingly one cowboy falls madly in love with her.



FLEEING A RODEO, and her demanding cowboy who wants to take her to ranch, Marilyn loses shoe. A friend, Vera (Eileen Heckart), pulls her along.

CONTINUED

EX-LAX HELPS
you toward
**YOUR NORMAL
REGULARITY**
...gently...overnight!



AT NIGHT . . . take EX-LAX and don't let constipation be a problem. Sleep undisturbed.
NEXT MORNING, you enjoy the closest thing to natural action. No upset. No discomfort.

SCIENTIFIC RESEARCH PROVES THAT:
1—Unlike some laxatives, EX-LAX acts in the large intestine, not the stomach. Does not rob vital nutrition. 2—EX-LAX continues to help you—seldom, if ever, is it needed next night.

ENJOY the closest thing to natural action—overnight...get EX-LAX.

15¢, 35¢, and 75¢ economy family size

EX-LAX
THE CHOCOLATED LAXATIVE



MORE FAMILIES USE EX-LAX THAN ANY OTHER LAXATIVE



**I'm never without
MURIEL**

Muriel cigars! Down to earth good taste. The mellow-mild happy cigar. Make MURIEL CIGARS the light of your day!



PERFECTOS SENATORS 10¢

BABIES 5¢

"PEDIGREE"

THE *Quality* PENCIL



5¢ each

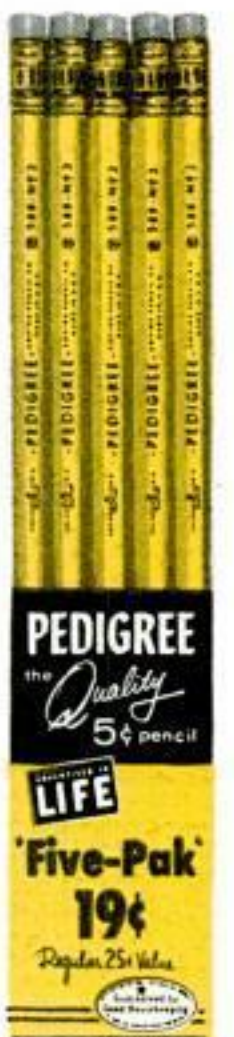
Cheaper buy the dozen!
44¢
a dozen



our regular 60¢ value!

INTRODUCING
the NEW
"Five-Pak"
19¢

Our regular 25¢ value!



A vintage illustration of a woman and a young girl in a backyard. The woman, with short dark hair and a smiling expression, is wearing a black short-sleeved top with a white collar and a green and white striped skirt. She is applying a green jar of sunscreen to the back of the girl. The girl, with her hair in a bun with a green bow, is wearing a plaid one-piece swimsuit and is smiling back at the woman. They are standing in front of a wooden fence. In the background, there is a swing set and a ball on the grass.

BRAND

Unlike old-fashioned antiseptics, BACTINE is a powerful, yet *gentle* germ-killer that doesn't *hurt* the hurt! Try BACTINE . . . an exclusive formula of MILES LABORATORIES, INC.



Tests prove BACTINE can disinfect hands as effectively as a surgical scrub used before an operation. A standard surgical scrub is a 7-minute soap-and-water scrub with a stiff brush, followed by immersion in alcohol.

NEW MONROE CONTINUED



82

LOOK for this "Money-Saving" Display of Colgate-Palmolive Toiletries at your dealer's—today!

COLGATE'S TV-RAMA
featuring
Giant Sizes at Big Savings!

Product	Price	You Save
HALO SHAMPOO (Giant Size)	89¢	41¢
Rapid Shave (Giant Size)	79¢	Over 70 Shaves
COLGATE DENTAL CREAM with GARDOL (Economy Size)	65¢	18¢
VETO CREAM DEODORANT (Economy Size)	63¢	14¢
VETO SPRAY DEODORANT (Economy Size)	60¢	14¢
Cashmere Bouquet (Giant Size)	43¢	5¢

Take advantage of these
BIG SAVINGS on GIANT SIZES!

See how much you can save... Savings based on
cost per ounce of smaller sizes... Stock up now—and save!

*PLUS TAX

RANDY MERRIMAN and BESS MYERSON
"THE BIG PAY-OFF"

WARREN HULL
"STRIKE IT RICH"

MARVIN MILLER
"THE MILLIONAIRE"

ANITA LOUISE and JOHNNY WASHBROOK
"MY FRIEND FLICKA"

BOB CUMMINGS
"THE BOB CUMMINGS SHOW"



SMART GIRL! SHE'S SERVING **HYGRADE'S**

Almost every woman knows that thick, juicy slices of either KP or PARTY LOAF make the tastiest *pork-and-beef* burgers that ever sizzled over an outdoor fire. They're Hygrade's delicious, economy-priced, ready to eat meats. Because KP and PARTY LOAF are perfect blends of choice pork and sweet, tender *beef*, they just naturally barbecue best. Hygrade's *all beef* frankfurters are ideal grill-mates. They're *pure* beef, *juicy* beef, *100% beef* frankfurters . . . the *only* franks with real western chuck-wagon flavor for luscious outdoor eating. To be sure of outstanding quality, always buy meats packed by Hygrade or its Kingan division.

HYGRADE FOOD PRODUCTS CORP., Executive Offices, Detroit, Michigan.

A CROWD OF CLIMBERS ON A BIG ROCK



STUMP-SHAPED TOWER HAS 275-FOOT-WIDE TOP

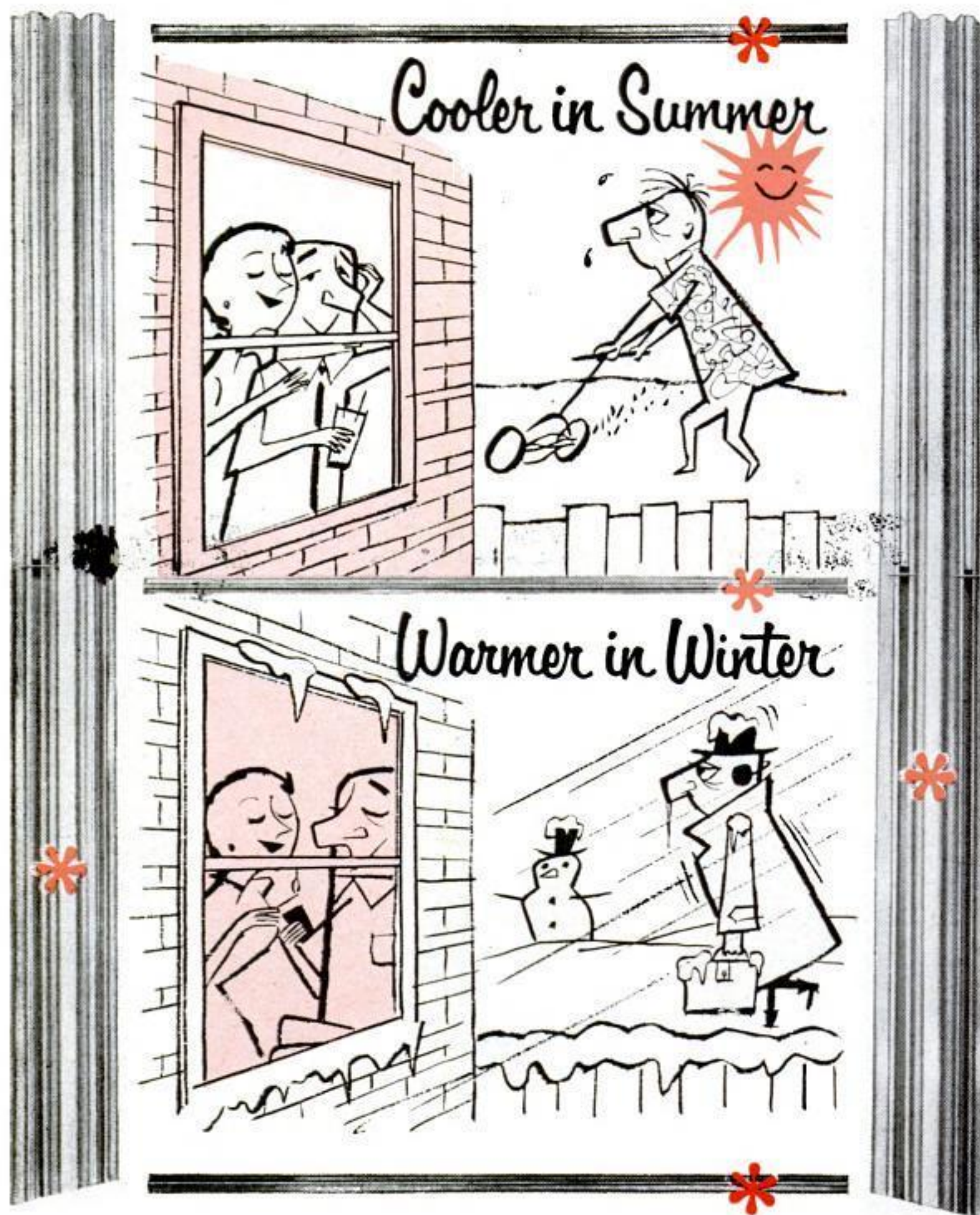
Alpinists assemble in Wyoming and shinny to Devil's Tower top

The great pillar of Devil's Tower, a volcanic formation which rises 865 feet almost vertically above its base in northeast Wyoming, long has been a test for skilled rock climbers. Last month, in observance of the 50th anniversary of the establishment by law of the site as the first U.S. national monument, a Casper (Wyo.) College alpinist club invited climbers from all over the U.S. to take part in a mass assault on the fluted shafts.

Some two dozen teams went up during the weeklong event without serious mishap. One U.S. Army pair (*page 88*) did it in a record-setting one hour and 36 minutes. Descending quickly, they went right back up again, breaking their own record by eight minutes and becoming the first to scale the rock twice in a day.

← **MASS CLIMB**, on second day of event, is made by civilians, white-clad soldiers clinging to columns.

THIS COMBINATION* IN WOOD WINDOWS KEEPS HOMES...



...it's Zegers Dura-seal*... the combination metal weather-strip and sash balance that seals double-hung windows to prevent air infiltration or escape. It completely "surrounds" each sash as shown above. The result: lower fuel bills, more efficient air conditioning, no dust, dirt or drafts.

Wood windows equipped with Dura-seal easily glide open or closed with finger-tip control. Hidden, silent springs do the work. Dura-seal is custom-fitted to the exact sill pitch... it's made of aluminum—never needs painting—lasts a housetime. It actually compliments the natural beauty of wood windows.

Get Dura-seal in one of these ways: 1) If you're buying a new home—you can quickly identify it in the windows. 2) If you're building a new home—ask your builder or architect about it. 3) If you are remodeling your present home—consult your local building supply dealer or weatherstrip applicator.

ZEGERS, INCORPORATED, 8090 South Chicago Avenue, Chicago 17, Illinois • Manufacturers of Dura-seal, Simplex, Tak-out and Dura-glide equipment for wood windows.

Remember... wood windows insulate better, won't rust, "bleed," bend or sweat. Be sure you get wood windows... equipped with aluminum Dura-seal.



Free Booklet

... tells what to look for in windows... facts on materials, styles, house hunters' test. Write today!

ZEGERS Dura-seal

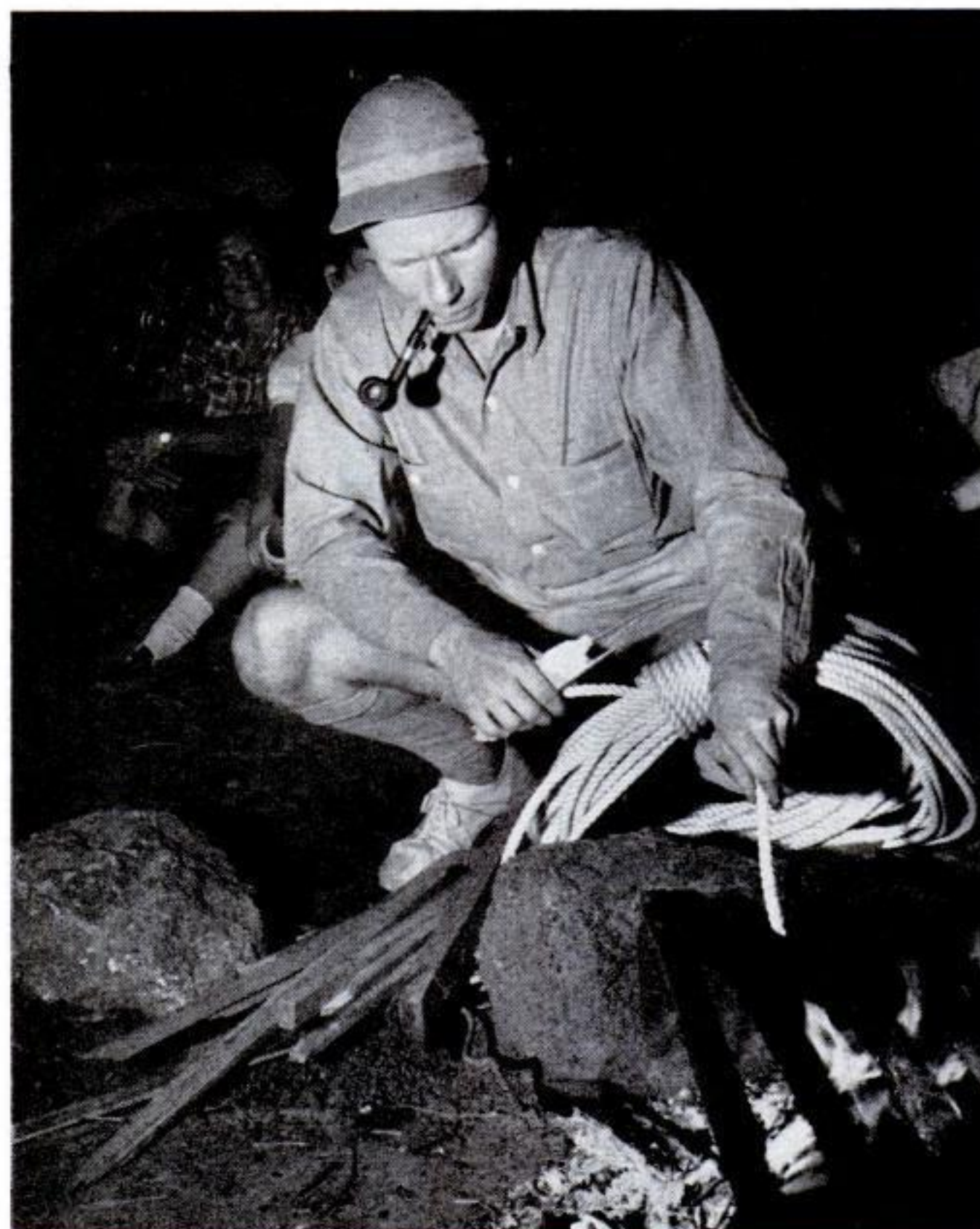
LOOK FOR THE NAME ON THE METAL WEATHERSTRIP OR WINDOW GLASS STICKER



Climbers CONTINUED



SORTING GEAR, Mary Murane, Noel Tanneur and Walter Bailey (right) of Casper College, prepare for morning climb. They reached top in four hours.



PREPARING LINE for climbing. Mike Skor of New York's Appalachian Club sears end of nylon rope in campfire to prevent fraying. Metal pegs are pitons.



SETTING THE MOOD, Jan Conn sings, "I'll be down to get you with a blotter, honey" on night before climb. She was first woman ever to reach top.



The way ahead is smoother... on modern ASPHALT highways

You feel easier . . . more relaxed . . . driving over the *continuous smooth surface* of modern Asphalt highways.

There's no monotonous tattoo of thump . . . thump . . . thump to frazzle your nerves and rattle your car, because the seamless surface has no expansion or contraction joints.

It's easy on the eyes, too. Asphalt absorbs glare. Lane markings are easier to see day and night.

You benefit in many ways from modern Asphalt highways . . . as a taxpayer as well as a driver. The lower cost of modern Asphalt highways means more miles of wider, up-to-date roads for your tax dollars. See how. Write for the new booklet, "... From The Ground Up."

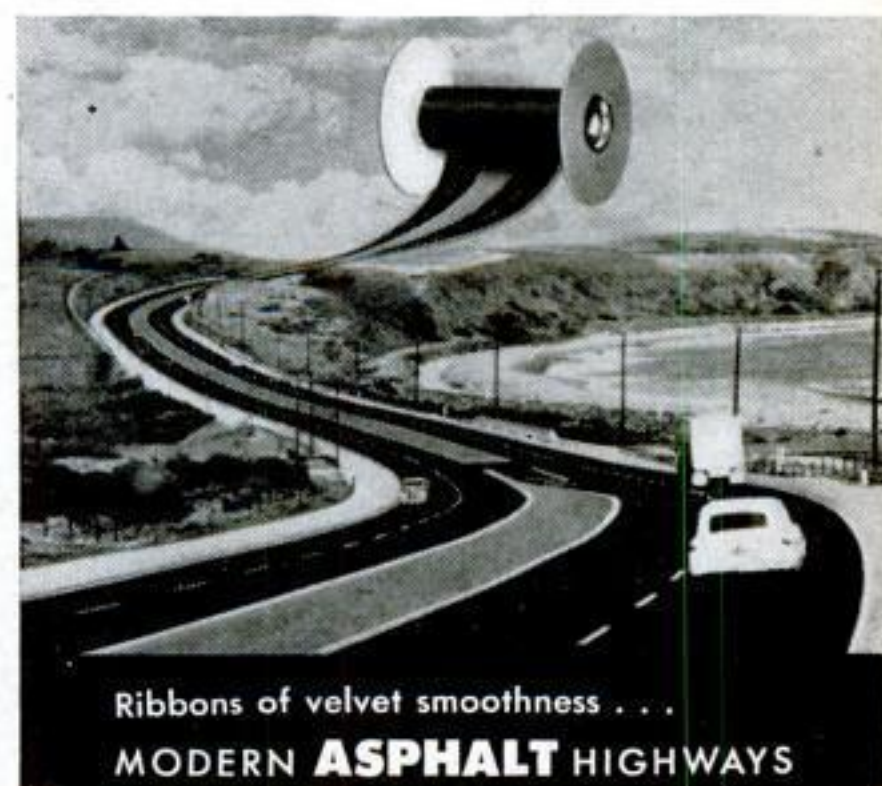
Labor Day traffic calls for extra care in driving. Your engineers are providing you with many miles of good roads. Your safety depends on how you use them.

Obey the law. Be courteous. Drive carefully.



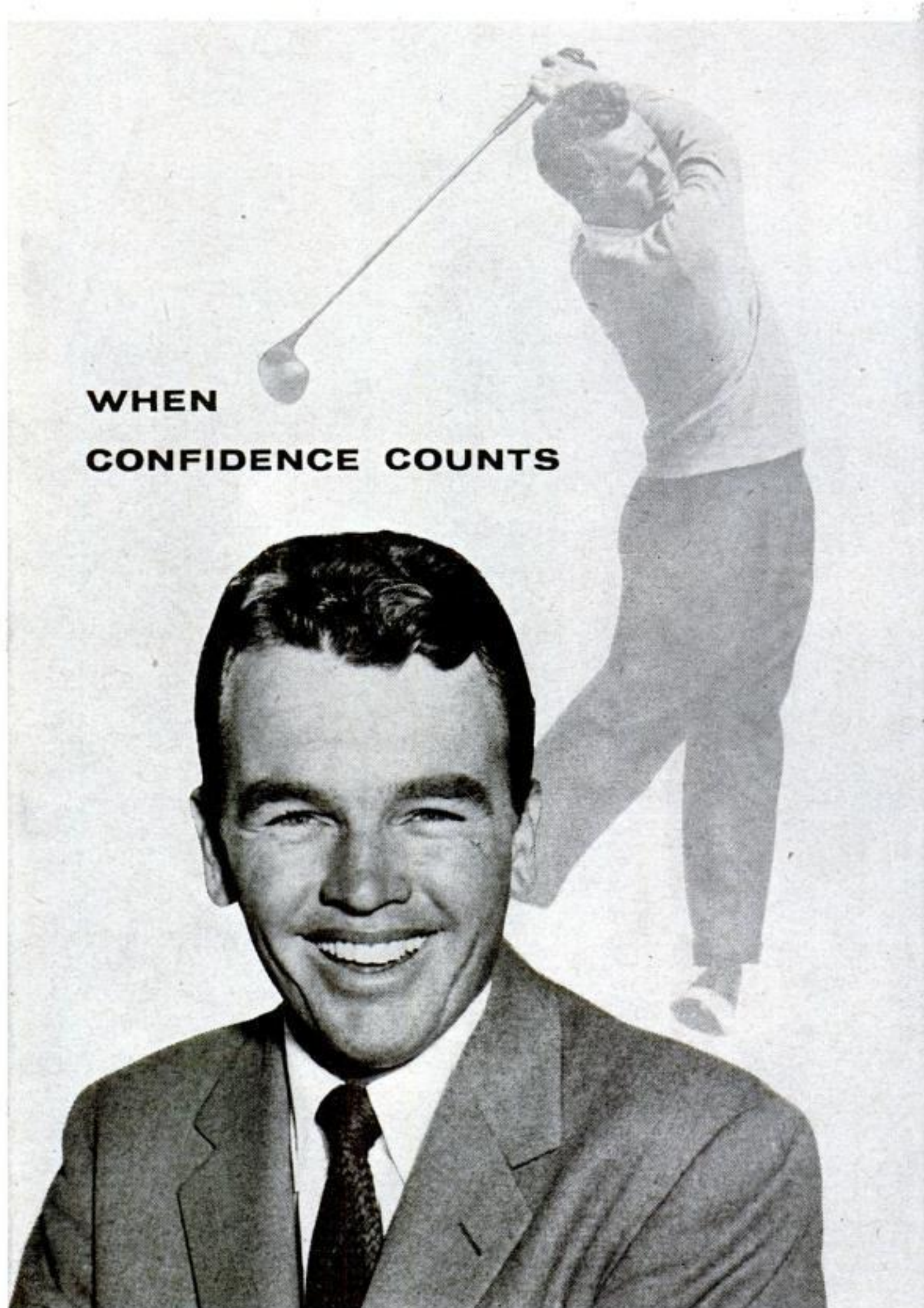
Engineered for rugged wear!

Modern Asphalt highways are scientifically constructed from the ground up for today's and tomorrow's heavy traffic. And these durable, dependable Asphalt highways provide more miles per taxpayer-dollar!



Ribbons of velvet smoothness . . .
MODERN ASPHALT HIGHWAYS

THE ASPHALT INSTITUTE, Asphalt Institute Building, College Park, Maryland



**WHEN
CONFIDENCE COUNTS**

Jack Burke Jr., 1956 winner of the PGA and Masters Golf Tournaments.

Golf's wonder boy of the year! That's Jack Burke Jr. Jack won both the Masters and the PGA Tournaments in 1956, coming from behind to do it.

Like all smart men, Jack Burke always looks his best on or off the golf course. He's a good example of a Wildroot Cream-Oil man... neat, well-groomed, with hair that's handsome and healthy looking without a trace of grease. Make Wildroot Cream-Oil one of your daily good grooming habits. Contains no alcohol to dry hair. Instead it's made with Lanolin, Nature's finest hair conditioner.

Gives you confidence in your appearance all day long.



Start the day right with
**Wildroot
Cream-Oil**

**Remember! The new large size
saves you money!**



Climbers CONTINUED

TESTS OF DARING UPON THE BUTTE



MOCK RESCUE is demonstrated by soldiers who show how to lower an "incapacitated" climber (center) from point midway up face of cliff.

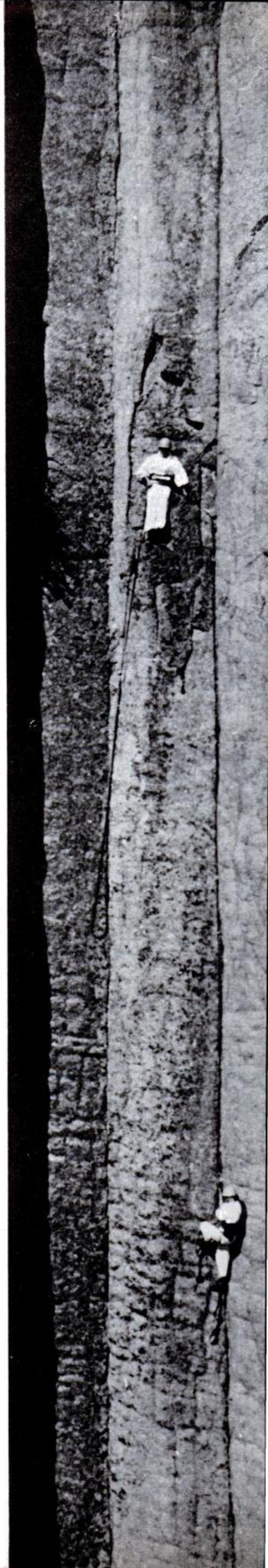


RECORD SETTERS, Pvts. Jerry Gatlin (left) and Fred Beck, were almost stopped when a falling rock hit Beck's helmet during first climb.



TOWER'S TOP is reached by Dud McReynolds who had to retreat with his team into a cavelike recess in cliff when squall hit during climb.

PERILOUS CLIMB on route not attempted before is made by Pvts. Cecil Ouellette (above), Charles R. Kness. Ascent took seven hours.

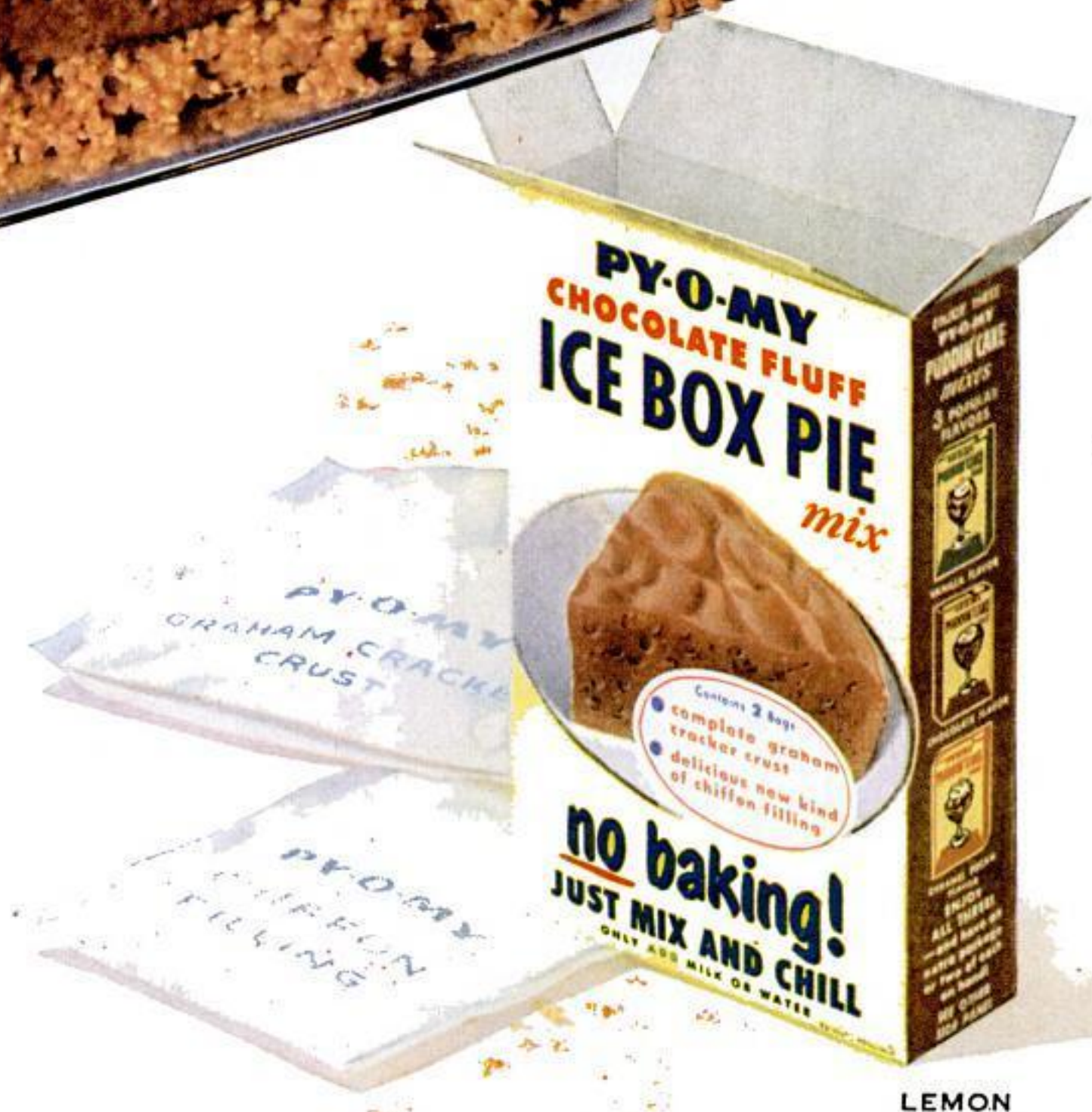


New mix idea...

chiffon ice box pie
without baking!



PY-O-MY gives you the complete graham cracker crust and chiffon filling in one package. Just mix, chill and serve. Four flavors: lemon, chocolate, strawberry, butterscotch. Now, isn't that wonderful?



PY-O-MY Ice Box Pie Mix

LEMON
CHOCOLATE
STRAWBERRY
BUTTERSCOTCH



VINTAGE LOOK FOR

Of the many who try, only a few get in to see the sold-out musical hit, *My Fair Lady*, on Broadway. But this fall almost everyone will be able to see the look of *My Fair Lady* as it is reflected in the new fashions. Charmed by the show's sparkling vintage costumes, American designers followed them in making up-to-date versions

of the 1912 silhouette with its long tunics, huge artificial flowers and narrow, ankle-length skirts.


The eight evening dresses shown above in *Fair Lady*'s ballroom set are worn by models; the nonchalantly airborne men are dancers in the show. The dresses are in muted colors, have soft tops, covered shoulders. From



FALL'S FAIR LADIES

left: chiffon with uneven hemline (Howard Greer, \$395), sequined sheath with long stole (\$395), satin draped with chiffon (\$335), satin with beaded front panel (\$335, all Samuel Winston), satin with tulle skirt and outside roses (Maurice Rentner, \$470), high-waisted satin with overskirt (Talmack, \$185), satin with lace tunic and

flower-covered shoulder (Samuel Winston, \$410), satin sheath with beaded overblouse (Ceil Chapman, \$295). The second, third and seventh dresses were designed by Cecil Beaton, who also did the costumes for the show. First out in expensive evening and cocktail dresses, *My Fair Lady* styles will soon filter into all price brackets.



"You're on your own"

"Choose-it-yourself" breakfasts like this one give everyone in the family (including Mom) more freedom. Everyone makes up his own mind—picks his own favorite from ten personal portions. All fresh. All ready. All good—for you and yours.

Kellogg's **VARIETY PACK**

America's best-liked cereals, in convenient individual packages, are at better restaurants, too.

**Variety" is a trade mark of Kellogg Company (Reg. U. S. Pat. Off.)

MODERN MOTHERS

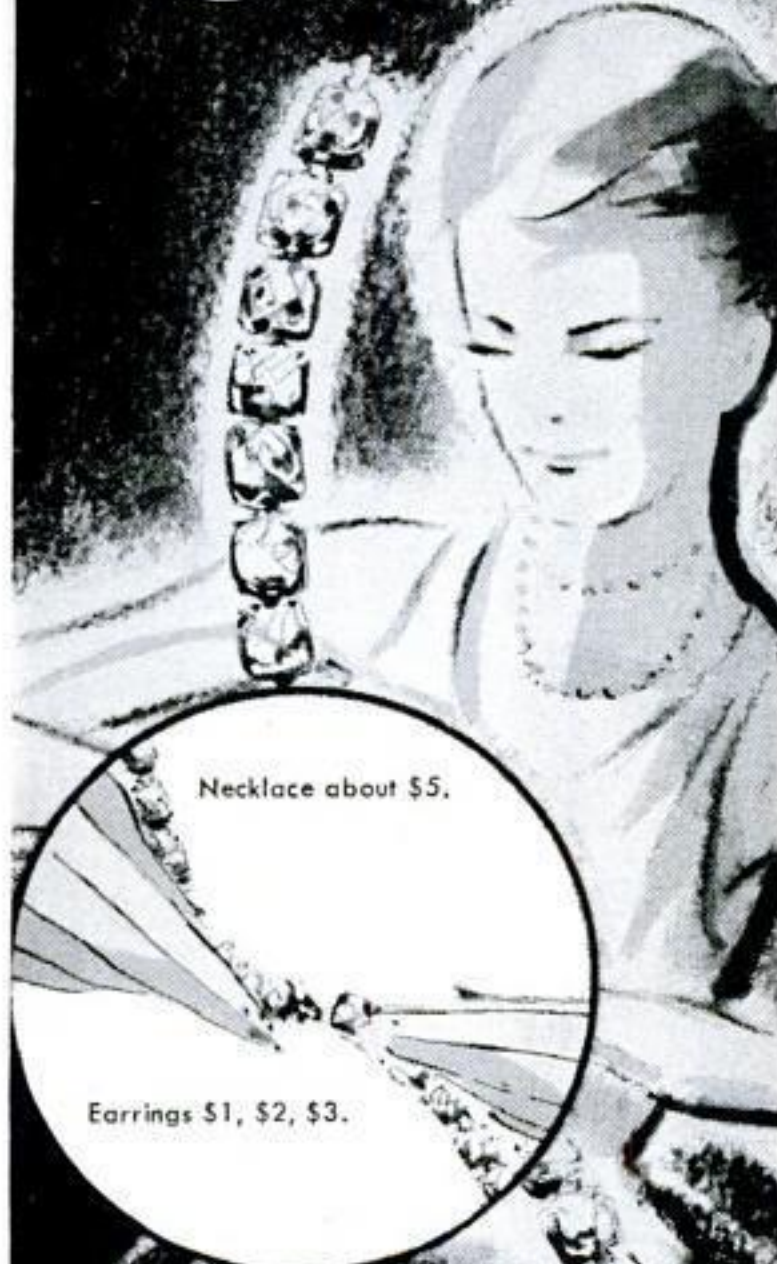
Psychologists say that "mother knows best" only if mother also realizes that it's best for a growing child to make some of his own decisions. That's why so many modern mothers give their children frequent opportunities to exercise freedom of choice. Even making up their minds about little things—like choosing a cereal—develops children's judgment. Gives 'em confidence. Helps shape character. That's another reason why more and more mothers are serving breakfast the Variety Pack way. It satisfies everyone—in more ways than one.

THE NEWEST FASHION TREND
DESIGN-IT-YOURSELF

Custom-fit Jewelry in shimmering Rhinestones

CREATED BY

Gale
creations



Necklace about \$5.

Earrings \$1, \$2, \$3.



Choker



Bracelet



Hair Clip



Ring

...is the word for this beautiful new creation by Gale. Just imagine! You can have a complete jewelry wardrobe simply by snapping together... link by link... each glimmering rhinestone to custom fit your own ideas... and you're elegantly jeweled for come what may! Available in the most fashionable gem colors to match every mood and ensemble... you'll love the fetching way you look in "Gay Links"... exciting and provocative!

Priced so low... you'll sing with joy. See them at all leading stores.

Gale CREATIONS
393 Fifth Avenue
New York 16, N. Y.



OSTRICH PLUME trailing from velvet hat (Emme, \$65) is reminiscent of *My Fair Lady's* era. Show has prompted a major revival of ostrich for fall.



DRAPED CHIFFON and outsize poppies give a pre-World War I flavor to slim satin cocktail dress which has deep V-neckline (Samuel Winston, \$155).

Save Time & Money
on Your Car at

MIDAS MUFFLER SHOPS



1. FREE Installation on all mufflers
2. FAST SERVICE... Takes only 15 minutes
3. WRITTEN FACTORY GUARANTEE GOOD FROM COAST-TO-COAST for life of vehicle on which it is installed
4. EXHAUST SYSTEM SPECIALISTS DO SKILLED INSTALLATIONS—on all makes and models.

HAVE YOUR MUFFLER CHECKED FREE AT ANY OF THESE MIDAS MUFFLER SHOPS TODAY

BIRMINGHAM, ALABAMA, 2401 Fifth Avenue N.
MOBILE, ALABAMA, 1905 St. Stephens Road
MONTGOMERY, ALABAMA, 9 Molton Street
FT. LAUDERDALE, FLORIDA, 2212 S. Andrews
MIAMI, FLORIDA, 499 N. W. 79th
ORLANDO, FLORIDA, 1220 W. Robinson
PENSACOLA, FLORIDA, 1800 W. Cervantes
SARASOTA, FLORIDA, 2070 Ringling Blvd.
WEST PALM BEACH, FLORIDA, 2733 So. Dixie Hwy.
ATLANTA, GEORGIA, 877 Marietta St., N.W.
ATLANTA, GEORGIA, 292 Memorial Drive, S.E.
AUGUSTA, GEORGIA, 705 Reynolds
COLUMBUS, GEORGIA, 315-13th Street
MACON, GEORGIA, 656 Broadway
SAVANNAH, GEORGIA, Montgomery & Duffy Streets
CHICAGO, ILLINOIS, 6050 Broadway
CHICAGO, ILLINOIS, 27 E. 111th Street
CHICAGO, ILLINOIS, 4417 S. Kedzie Avenue
PEORIA, ILLINOIS, 405 S. Jefferson
HAMMOND, INDIANA, 6031 Calumet Avenue
INDIANAPOLIS, INDIANA, 322 E. Market Street
LAFAYETTE, LOUISIANA, 339 S. Buchanan
MARRERO, JEFFERSON PARISH, LA., 4801-4th Street
NEW ORLEANS, LOUISIANA, 2530 Canal Street
NEW ORLEANS, LOUISIANA, 844 Howard Street
NEW ORLEANS, LOUISIANA, 1700 Tulane Avenue
SHREVEPORT, LOUISIANA, 1024 Texas Avenue
BALTIMORE, MARYLAND, 5617 Harford Road
WHEATON, MARYLAND, 2652 Kensington-Wheaton Road
SALEM, MASSACHUSETTS, 432 Highland Avenue
WORCESTER, MASSACHUSETTS, 1143 Main Street
FLINT, MICHIGAN, 3009 S. Saginaw
GRAND RAPIDS, MICHIGAN, 726-30 South Division Ave.
LANSING, MICHIGAN, 120 W. Ionia
MUSKEGON, MICHIGAN, 2107 Henry Street
JACKSON, MISSISSIPPI, 1305 Gallatin, Box 8008
KANSAS CITY, MISSOURI, 1905 Truman Road
OMAHA, NEBRASKA, 1501 Davenport Street
NEWARK, NEW JERSEY, 975 Raymond Blvd.
ALBUQUERQUE, NEW MEXICO, 213-215 Tijeras, N. W.
BINGHAMTON, NEW YORK, 46-48 State Street
BUFFALO, NEW YORK, 1450 Michigan Avenue
NIAGARA FALLS, NEW YORK, 501 Main Street
SYRACUSE, NEW YORK, 1205 Erie Blvd. East
UTICA, NEW YORK, 1205 Oriskany Street, West
AKRON, OHIO, 111 S. Case
CINCINNATI, OHIO, 3062 Markbreit Avenue
CINCINNATI, OHIO, 3719 Spring Grove Avenue
COLUMBUS, OHIO, 865 Cleveland Avenue
COLUMBUS, OHIO, 3151 N. High Street
COLUMBUS, OHIO, 3254 E. Main Street
COLUMBUS, OHIO, 163 S. Sandusky
STEUBENVILLE, OHIO, 933 Market Street
TOLEDO, OHIO, 1401 Cherry Street
OKLAHOMA CITY, OKLAHOMA, 315 North Walker
TULSA, OKLAHOMA, 3811 E. 11th Street
ALLENTOWN, PENNSYLVANIA, 105 Walnut Street
COLUMBIA, SOUTH CAROLINA, 1100 Devine Street
FORT WORTH, TEXAS, 201 Commerce Street
SAN ANTONIO, TEXAS, 3930 E. Commerce Street
NORFOLK, VIRGINIA, 108 W. 15th Street

Choice Franchises Available. Write Today.

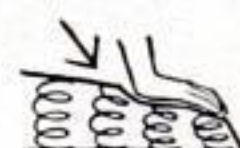
MIDAS Inc.

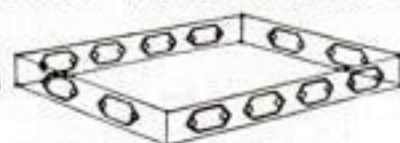
1023 S. State St. Chicago, Ill.

Now...firm, correct $\frac{1}{3}$ more

*Only **Springwall**
has this non-sag edge!*
*It keeps the top firm—lets you
sleep all the way to the edge—
gives $\frac{1}{3}$ more usable sleeping area*

When the edge of a mattress sags, the top sags with it!



You lose firm support . . . lose valuable sleeping space. The 12 patented sidewall supports  around each **Springwall** Mattress keep the edge upright and firm . . . the top can not sag!

You get firm, correct body support, whatever you weigh, wherever you lie . . . and because you can sleep right to the very edge, you get $\frac{1}{3}$ more "room for sleep."

Springwall Mattresses and matching box springs are guaranteed for 10 years against structural defects. At leading furniture and department stores everywhere.

From \$49⁵⁰ to \$79⁵⁰



Manufactured exclusively by: HAGGARD & MARCUSSON CO., Chicago 9, Ill., SOUTHERN CROSS Sleep Products, Atlanta 1, Ga., Tampa, Fla.,

Only the exclusive non-sag edge by

springwall

guarantees you

body support... "room for sleep"

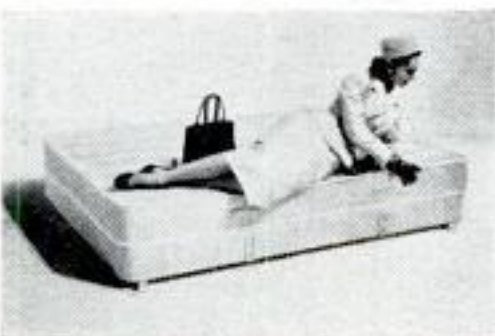


Prove it to yourself when you shop for a mattress!

Sit on the edge of a Springwall!
You'll feel the difference at once. This non-sag edge is stronger, firmer... notice how it keeps the whole top level and firm. And years of "edge-sitting" will not break it down. Springwall gives years of extra service and sleeping comfort.



Lie along the edge of a Springwall!
Because the edge doesn't sag, buckle or "fade away" you can sleep in comfort right to the very edge! Springwall gives you $\frac{1}{3}$ more *usable* sleeping space... luxurious comfort for both big husband and small wife.



ECLIPSE Sleep Products, New York and Los Angeles
KING KOIL Sleep Products, St. Paul 14, Minn.



firm, correct support, comfort right to the very edge!



BRIDES...

Win a free Bermuda Honeymoon

Imagine! 7 glorious days in fabulous Bermuda... all expenses paid by **Springwall**. Enter this easy contest any time 6 months before or after your wedding. Get entry blanks today at the dealer who displays this **Springwall** contest banner. Or write: **Springwall**, Room 1300 NW Bank Bldg., Minneapolis 2, Minn.

7 days at fabulous Hotel St. George

Golf and Beach Club





Worth Running For!

Folks always come running when Black & White is served. It's the Scotch Whisky most often called for in America, because its quality and character never change.



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

VINTAGE LOOK CONTINUED




HIGHEST HAT of the fall is a black net pillbox trimmed with burnt ostrich feathers (Lilly Dache, \$95). It soars almost 1½ feet above the wearer's head.



much more
than a
hardtop...

it's a

PONTIAC *Custom Catalina!*

 Pontiac gave America its first look at hardtop styling . . . and ever since has been giving hardtop styling its *best* look—the *Catalina* look.

In the magnificent Custom Catalina by Pontiac you get interior glamour that is unsurpassed by even the costliest cars. The finest hand-buffed top-grain leather money can buy . . . rich, durable nylon . . . deep-pile carpeting—everything *perfectly matched* to its exclusive exterior colors.

And with all this you can enjoy another luxury—

the luxury of America's finest performance—sparked by a mighty 227-h.p. Strato-Streak V-8 and smoothed to perfection by Strato-Flight Hydra-Matic*.

But don't think all this is too rich for your blood, because the price tag on this remarkable car hasn't yet caught up with its goodness. Come in soon. You'll find the drive as pleasant as the price.

And remember, Pontiac is America's proven performance and economy champion. *Low extra-cost option

SEE YOUR PONTIAC DEALER

for Back-to Campus

It's **McGREGOR** in any

It has long been the way of college men to go Back to Campus with McGregor. This Fall, soft, suave Continental accents spice college scenes—they, too, are McGregor. Touring Europe's fjords and firths, Tyrol and Thames, McGregor captured the casual, almost audacious elegance that speaks so eloquently of the Continent—and your own alert personality.

"Tage tilbage til skole!" A smart Dane goes back to campus in a Shampoo Scandia Leather coat—100% washable suede! Conmatic Deepfreeze Zipper can't jam. \$32.95. Virgin wool Seymour Tartan Shirt. \$11.95. Walton Slack, 100% worsted. \$17.95.



"Retour à l'école!" in this merveilleux Triumph of Seawind: wash 'n' wear coat of Dacron and cotton! Inside—Orlon fleece. \$29.95. Eskimo Sweater—Knutun design in all-wool. \$10.95. Cambridge flannel slack. \$17.95.



"Elegantissimo!" Continental elegance in new velvet-rich corduroy. Brilliant new styling scouted by McGregor at European resorts. Bordeaux Sport Coat. \$25.00.



"'Tis the McNab!" All-wool worsted flannel, authentic District Checks; McNab Jacket. \$25.00. Orlon wool Scandia Sweater, 13 colors. \$10.00. Fashion flannel slack. \$19.95.

language

"Rueckkehr zur Schule!" and a million danke schoens to the Tyroleans for Loden—once so costly, now in the McGregor Loden Coat. Rugged, warm, light, drench-repellent. Strap-closures. True Loden green. Also gray or brown. \$39.95.

"Have a go for Back to Campus!"

—Viscount Sportcoat. Virgin wool Glen Plaids or District Checks. \$50.00. Balmoral lambswool sweater. \$10.00. Oxdown buttondown shirt. \$5.00. Exclusive! Forstmann Benara Slack. \$25.00.

"Ag dul arais ar scoil!" Pride of the Irish—Continental Tweed coat with a wild and woolly texture. Big and burly it is! Huge pockets, deep fleece linin'. \$55.00. Scotia wool sweater heavy rib knit. \$10.95.

"Vende tilvake til skolen!" News from Norway—fleece in stripes! Nylon Seagull Jacket has it! Reverses to rugged nylon taffeta. Dash it in a Bendix! \$25.00. Aqua Lana Shirt, washable wool-nylon. \$10.95. Mt. Whitney Slack, wool-Acrlan. \$19.95.

McGREGOR*

Sportswear

Also boy-sized, boy-priced at better stores. Or write
McGregor-Doniger Inc., 303 Fifth Ave., New York 16, N. Y.



Rare spices and herbs from 'round the world go into French's

FRENCH'S MUSTARD does something wonderful for Hot Dogs!

Double-Creamed for richer flavor

Makes your mouth water just to see them—juicy hot dogs sporting a flavor-bright topping of French's *double-creamed* Mustard. And when you bite in! What a flavor lift! French's *double-creamed* Mustard is richer, smoother . . . has more tangy goodness. There's nothing like it! Try French's on the next hot dog you eat—and you'll know what all the excitement's about!

FREE! The novel HOT DAN Mustard SPOON shown in photograph. Write: The R. T. French Company, 1117 Mustard Street, Rochester 9, N.Y.



More women choose
FRENCH'S
than any other Mustard



AS ELVIS PRESLEY CHARGES TO EDGE OF STAGE TO HOWL "YOU AIN'T NOthin' BUT A HOUND DOG" SCREAMING MIAMI GIRLS CHARGE THE STAGE AND CLUTCH FOR HIS CLOTHES

Elvis—a Different Kind of Idol

PRESLEY'S IMPACT PILES UP FANS, FADS—AND FEARS

Up to a point, the country can withstand the impact of Elvis Presley as a familiar and acceptable phenomenon. Wherever the lean, 21-year-old Tennessean goes to howl out his combination of hillbilly and rock 'n roll, he is beset by teen-age girls yelling for him. They dote on his sideburns and pegged pants, cherish cups of water dipped from his swimming pool, covet strands of his hair, boycott disk jockeys who dislike his records (they have sold some six million copies). All this the country has seen before—with Ray, Sinatra and all the way back to Rudy Vallee.

But with Elvis Presley, the daffiness has been deeply disturbing to

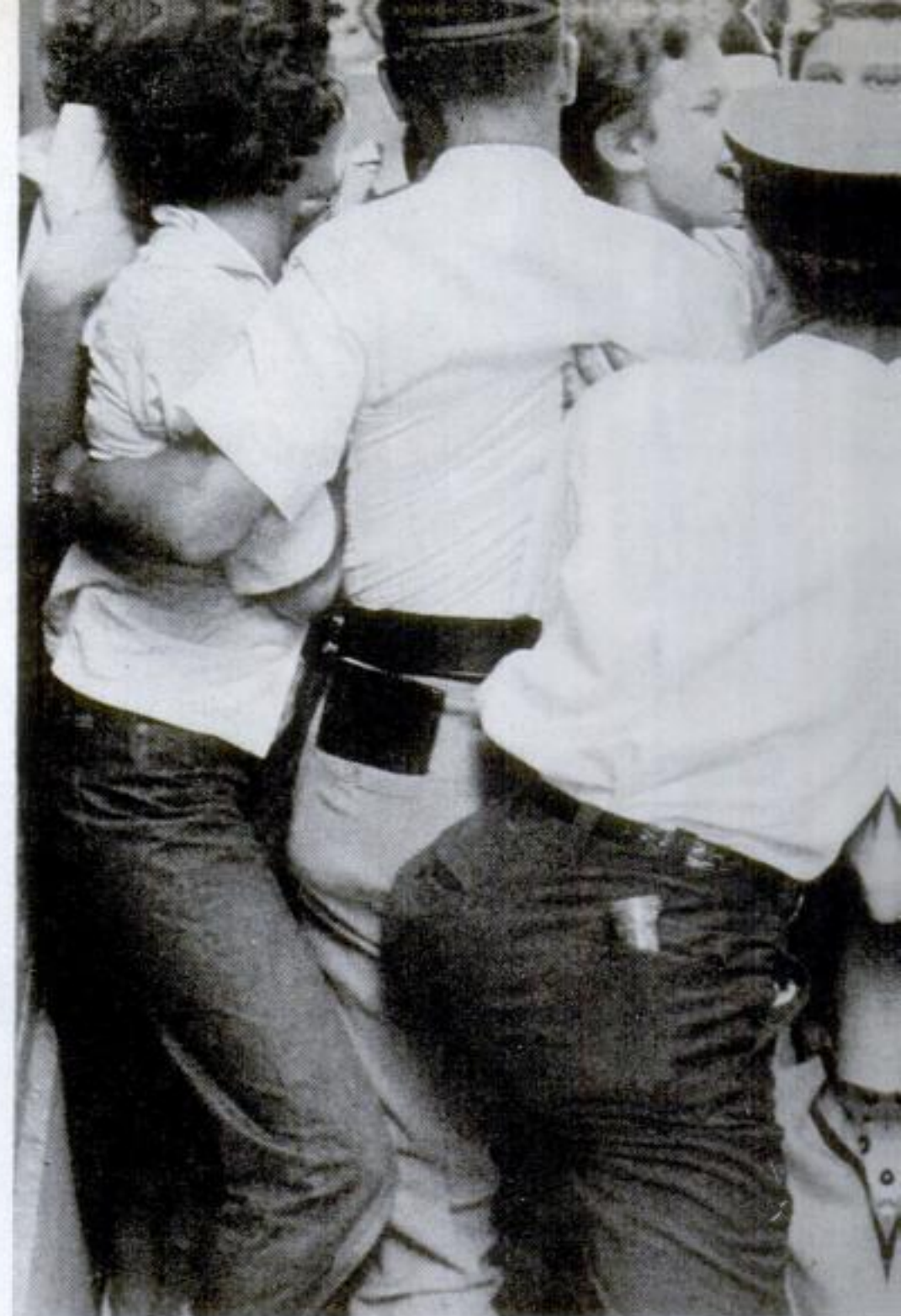
civic leaders, clergymen, some parents. He does not just bounce to accent his heavy beat. He uses a bump and grind routine usually seen only in burlesque. His young audiences, unexposed to such goings-on, do not just shout their approval. They get set off by shock waves of hysteria, going into frenzies of screeching and wailing, winding up in tears.

In Miami, one newspaper columnist called Presley's performance "obscene." In Jacksonville, he was threatened with jail. His impact had brought Presley a welcome taste of wealth and fame (pp. 106, 107). But now it was also bringing him some unwelcome attention (pp. 108, 109).



HAPPY SCREECHERS at Jacksonville hold their heads and yell as loud as they can as Presley yowls.

While valiant comedian and vocal quartet preceding him were on stage, girls talked loudly about Elvis.



POLICE AND VOLUNTEER AIDES IN MIAMI STRAIN TO

THE BREAKING UP

When he starts a show Elvis takes a few swipes at his guitar, then lurches into one of his scorches like *I Want You, I Need You* ("Ah Wa-ha-hunt Yew-who, Ah Nee-hee-heed Yew-who") or his first hit, *Heartbreak Hotel* (LIFE, April 30). The girls out front go into their screams and seizures. From then on most of them do not hear what Elvis sings as he flings about, bringing his susceptible audience to the breaking point (*below*). "He isn't afraid to express himself," was one 15-year-old's defense





HOLD OFF FANS FORCING WAY TO THE STAGE DOOR

AND THE BUMPS

of his free style. "When he does that on TV, I get down on the floor and scream."

The rewards of this fearless expression are almost unbelievable for the young man who gave up his truck-driving job two years ago to become a full-time singer. Since the first of the year, he has fallen just short of grossing half a million dollars—\$100,000 for over 125 public appearances, \$350,000 in record royalties, \$20,000 from TV, and \$50,000 more due in the fall for three Ed Sullivan appearances.



← **HYSTERICAL LISTENERS** up front at Tampa performance wail tearfully when Presley ended show.



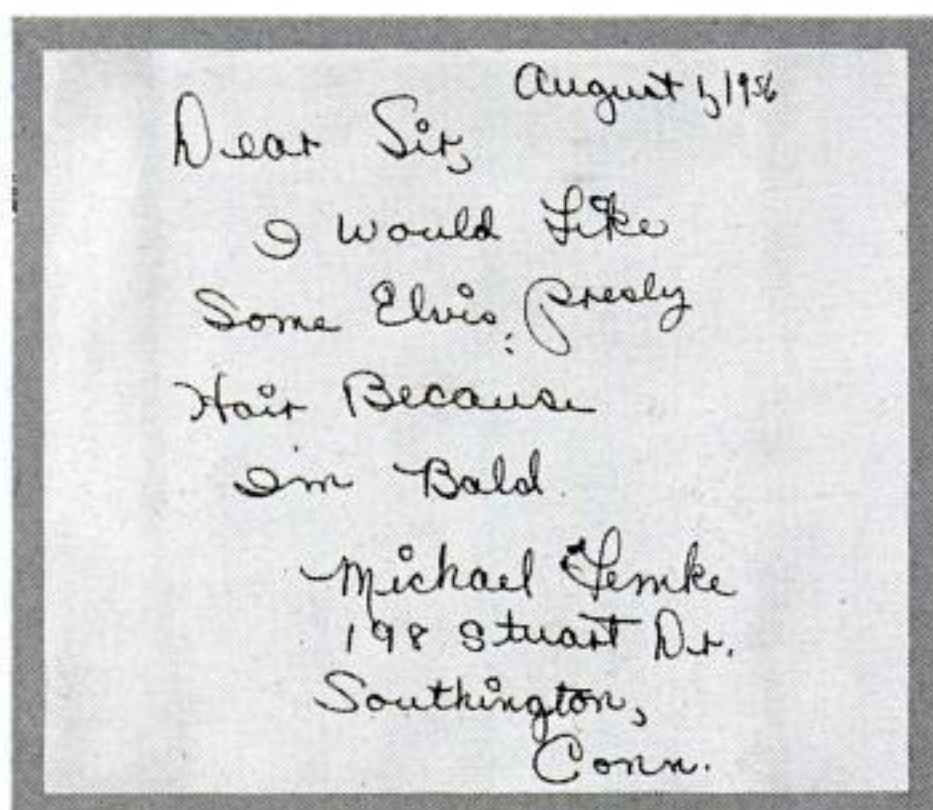
GYRATING HOWLER swings both guitar and hips in a tip-toe version of the burlesque bump he uses.

HAIR OF THE HOWLER

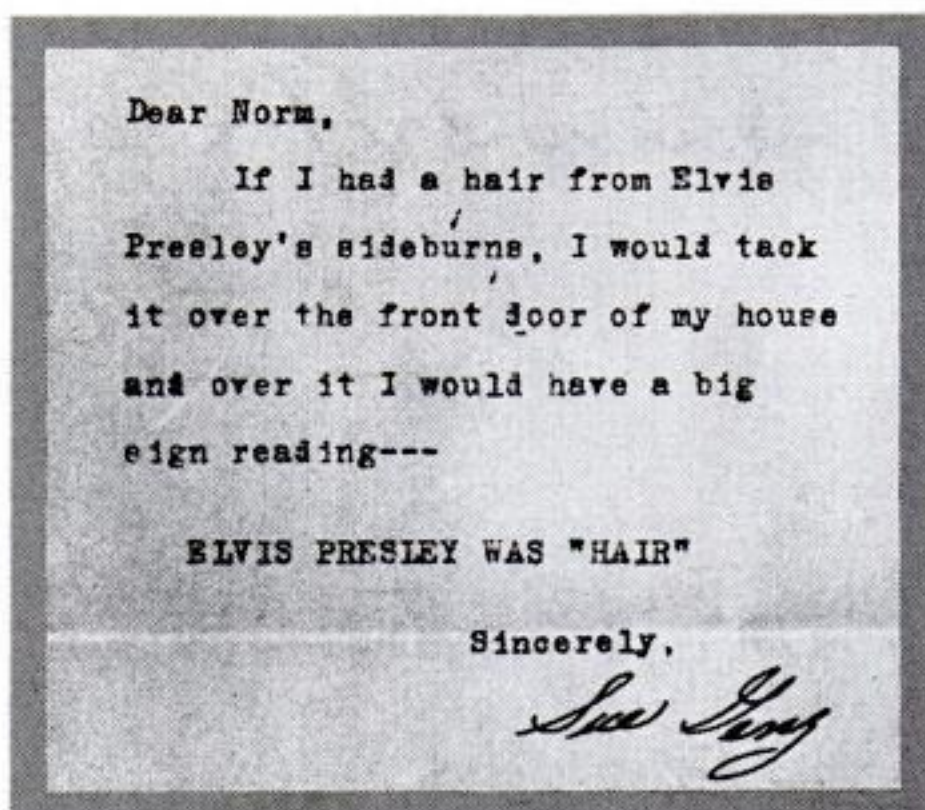


COPYING CLIP, Barber Joe Governale in Jacksonville gives Ronny Turner, 16, the duck-tail cut Elvis

favours, leaving a rich overhang of hair in back of head. Ronny is too young for Elvis-style sideburns.



TREASURED HAIRS plucked from Elvis Presley's sideburns were the prizes in a letter contest run by Boston disk jockey Norm Prescott, who got 5,000 letters when he announced that he had received the



shipment of hairs from New York where their removal from Elvis was witnessed by a notary public. Both the letters above won prizes. Below, Prescott studies his acquisitions under a magnifying glass.



ANTICS OF FOLLOWERS



LETTERED SKIRTS first seen last May in Memphis, singer's home town, are now worn everywhere.

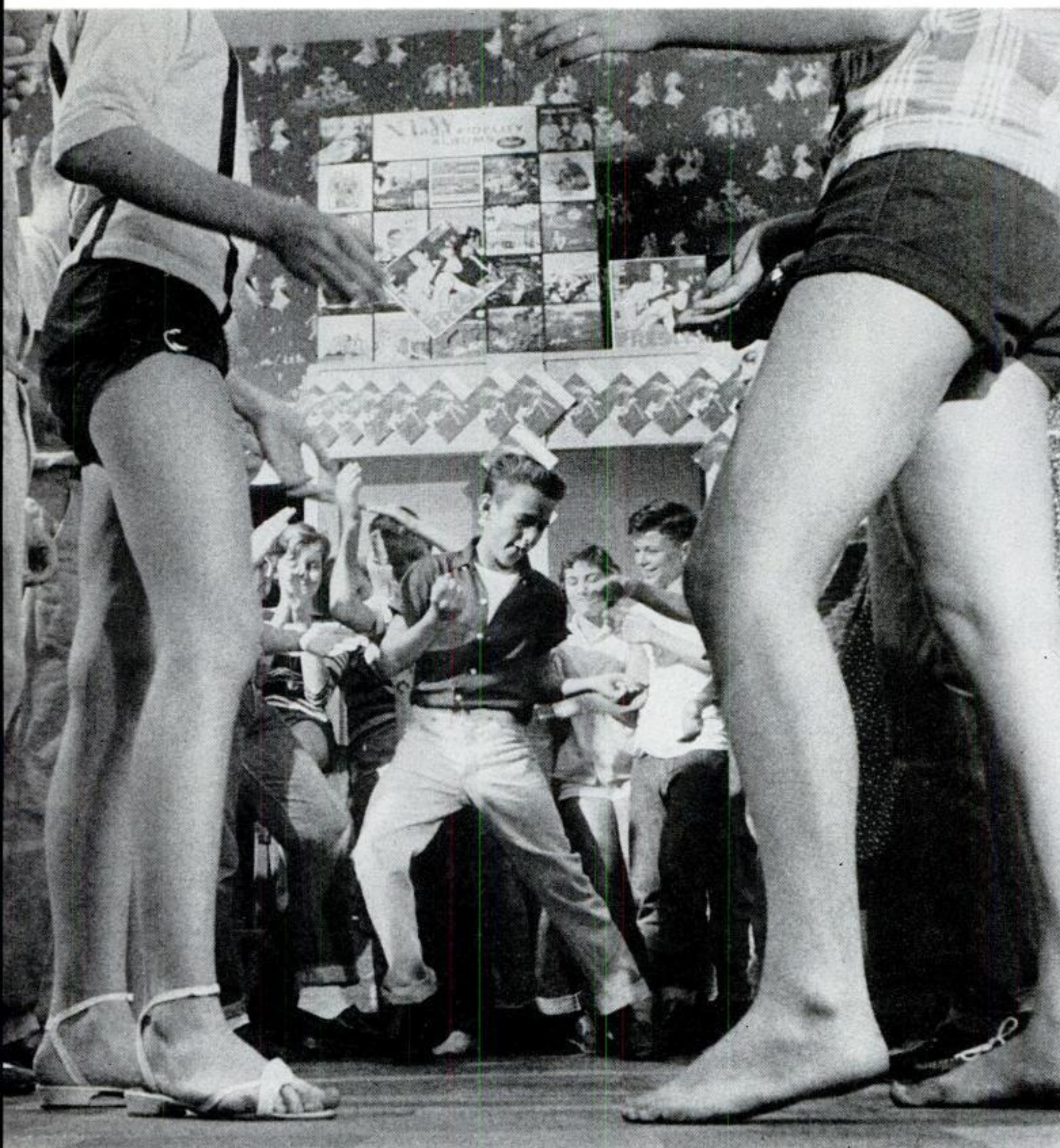


KENNEL DOGS in Seattle seem unmoved by Presley's *Hound Dog* played by disk jockey Jim French.

MIMICS AND CRITICS



CLOSEST FACSIMILE of Presley is shouter Gene Vincent who recorded the fast-selling *Be-Bop-A-Lula*.



PRESLEY'S MOTIONS are demonstrated by a 13-year-old, Steve Shad, in a Jacksonville record shop.

High school boys in area have mastered Presley's gestures, but show little interest in his singing style.



WATER-WARPED RECORDS played in Jacksonville added new twists to Elvis' wobbling song style.



PRESLEY PROMOTER in Jacksonville is the side-burned drummer and disk jockey Scotty Ferguson.



STRONGEST RIVAL of Elvis in his field is Carl Perkins, 23, whose *Blue Suede Shoes* was best seller.



MOCKING CRITIC Harold Hughes who pounced on Presley in Portland *Oregonian* wears Elvislike mop.



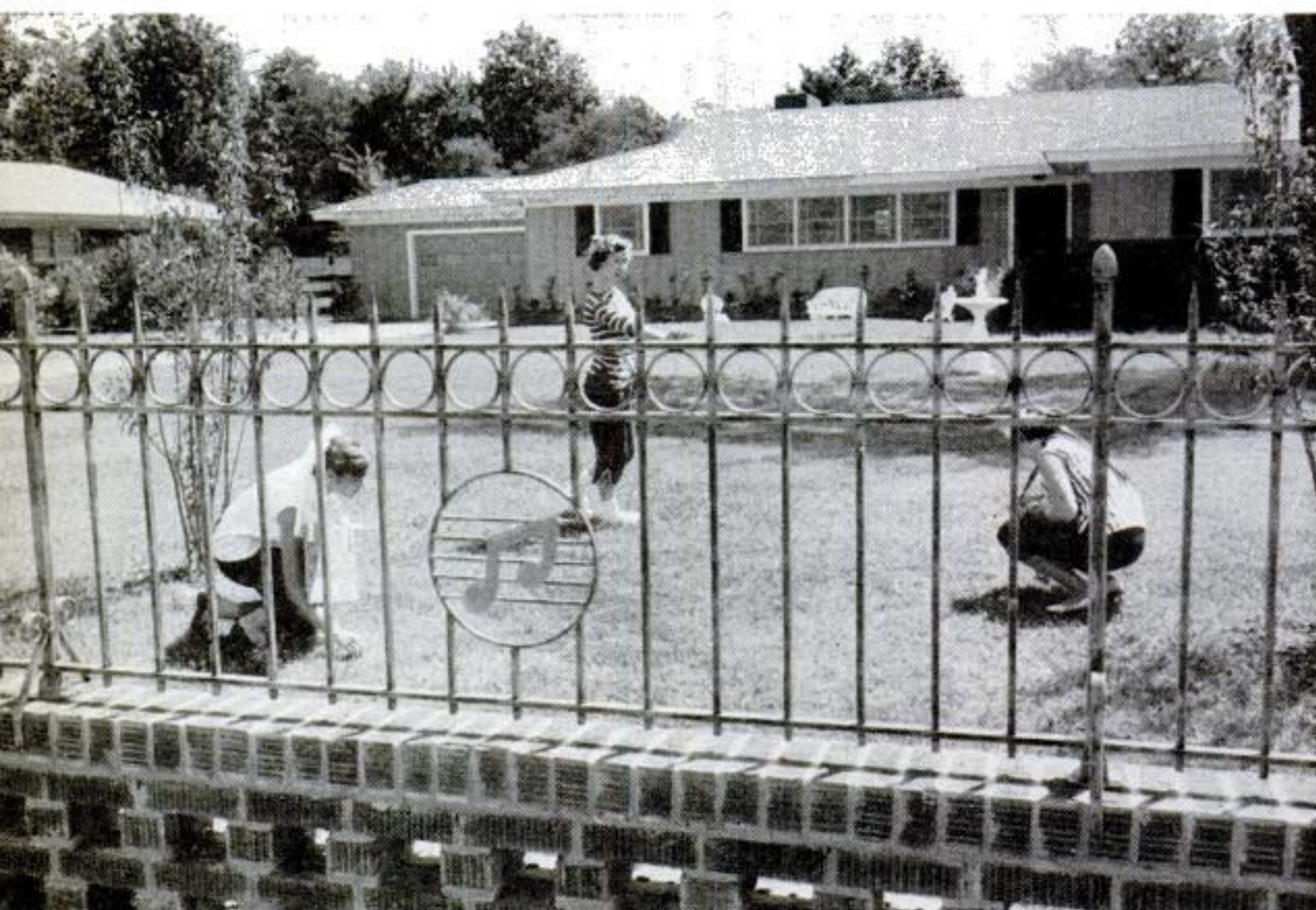
TRIPLE LAMPOON of Presley's *Heartbreak Hotel* is done by three De Castro Sisters howling together.

PRESLEY CONTINUED

PERQUISITES OF SUCCESS AND KISSES ON THE JOB



OCCASIONAL EXERCISE for Presley is sparring with high school friends. Not the athletic type, he has trouble learning to swim in his big backyard pool.



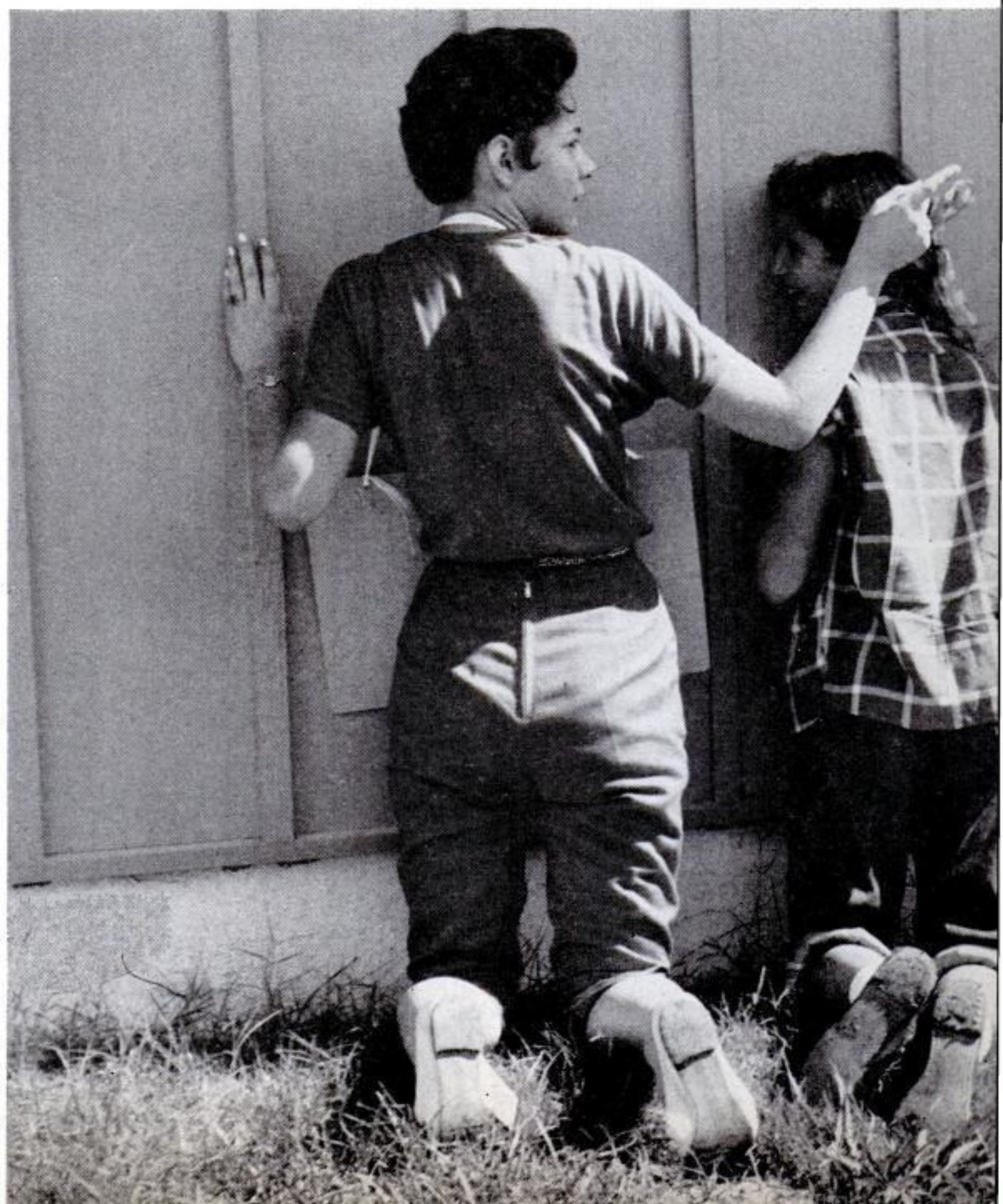
NEW HOME Presley built for himself and parents has fence with musical staff and notes. Girls on lawn are plucking grass blades they need to join local fan club.



OLD CAR, a 1956 Lincoln Elvis traded in for a Continental Mark II after driving it three weeks, was covered with lipstick notes when girls spotted it in Miami.

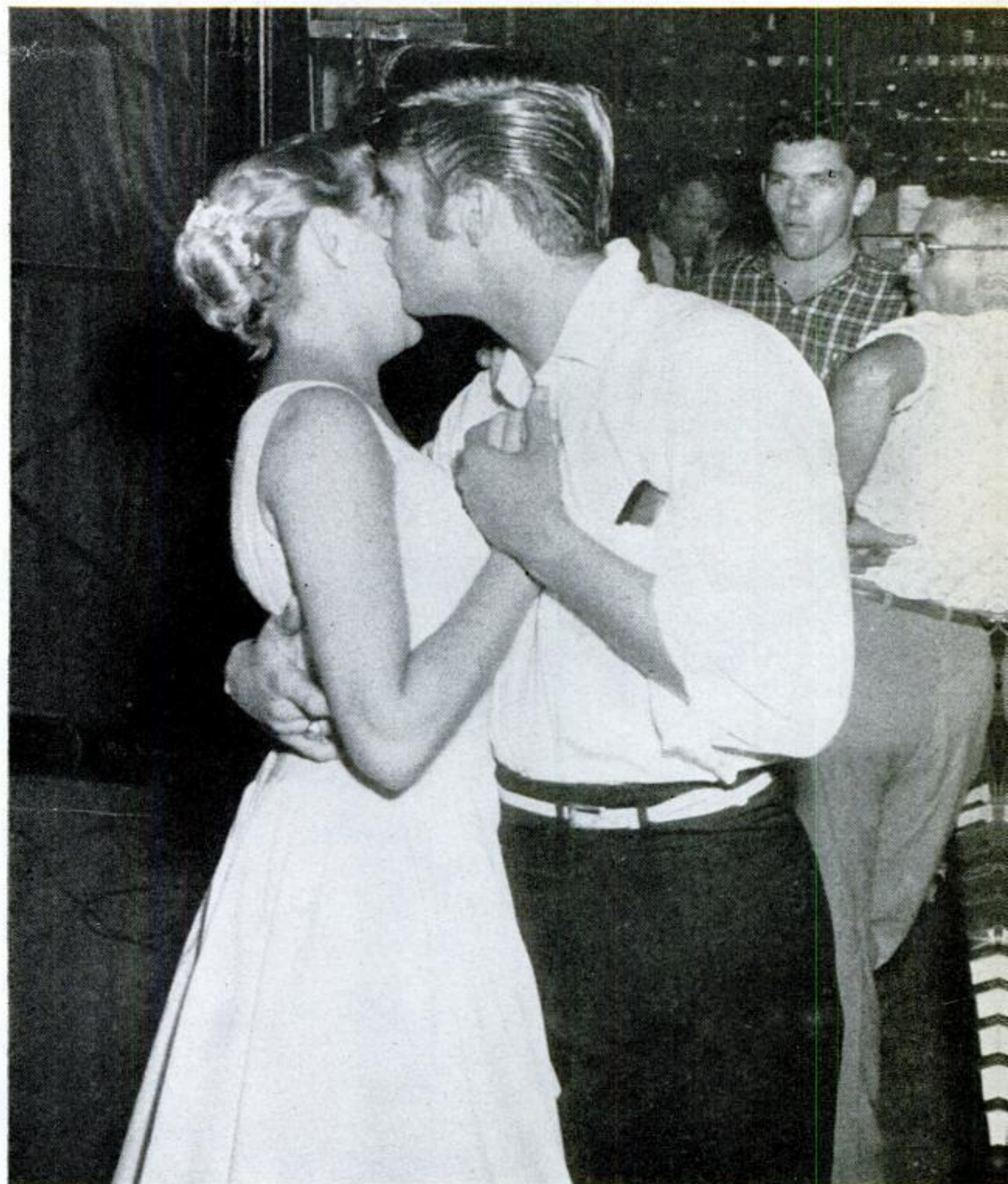


HEARING HIMSELF, Presley sits at home with an old, close friend, Barbara Hearn, and listens to recordings she selected as her choices of his best work.





HEARING THEIR HERO, admirers kneel outside his home pressing ears to his bedroom wall. Elvis was asleep inside and girls thought they heard him snoring.



BACKSTAGE KISSES are bestowed on pretty admirers. Above is a Jacksonville girl. Below is Andrea June Stephens who came to Jacksonville from Atlanta, Ga. after writing prizewinning letter on why she would like to meet Elvis. Promised a dinner date with Elvis, she got instead a cheeseburger in a Jacksonville diner.



PRESLEY CONTINUED

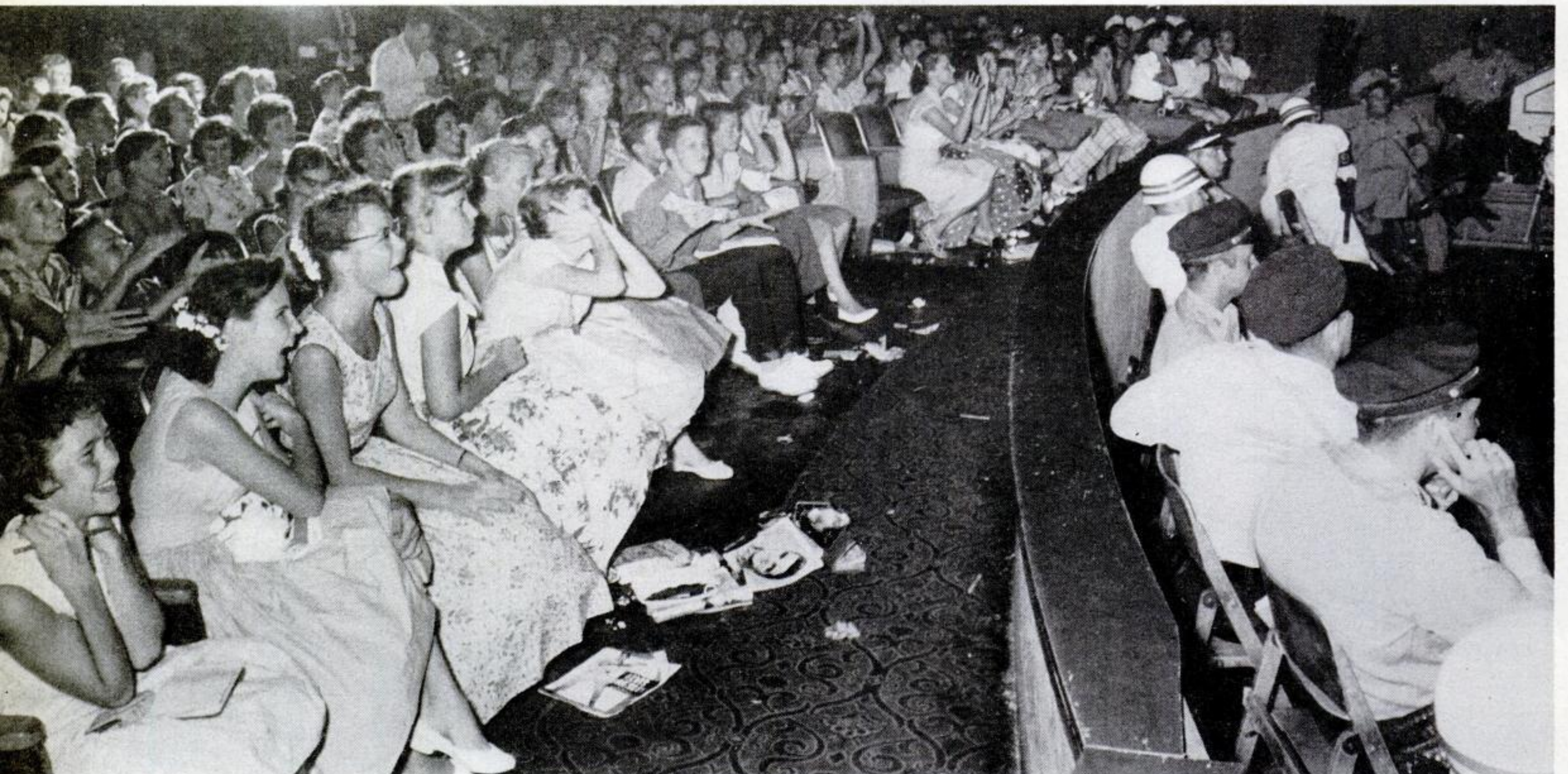
A TOWN ALL WORKED UP

When Elvis Presley played in Jacksonville, Fla. last summer, his easily aroused fans ripped nearly all his clothes off. Memories of this visit and of Presley's growing notoriety stirred up civic leaders, and when the singer headed back to Jacksonville this month to play a two-night stand the city was ready for him. Juvenile Court Judge Marion Gooding had warrants prepared, charging Presley with impairing the morals of minors. The judge declared he would sign and serve them if Presley repeated the torso-tossing spectacle of his earlier visits.

"I don't do no dirty body movements," protested Presley. But he toned down his act noticeably and the judge took no further action. Neither this nor clergymen's denunciation of Presley dampened teenage enthusiasm, and his six performances all sold out. Elvis left town richer in pocket and with the prayers of devout citizens following him.



OPTIMIST CLUB MEMBERS MEET JUDGE GOODING TO DISCUSS CURBING OF PRESLEY



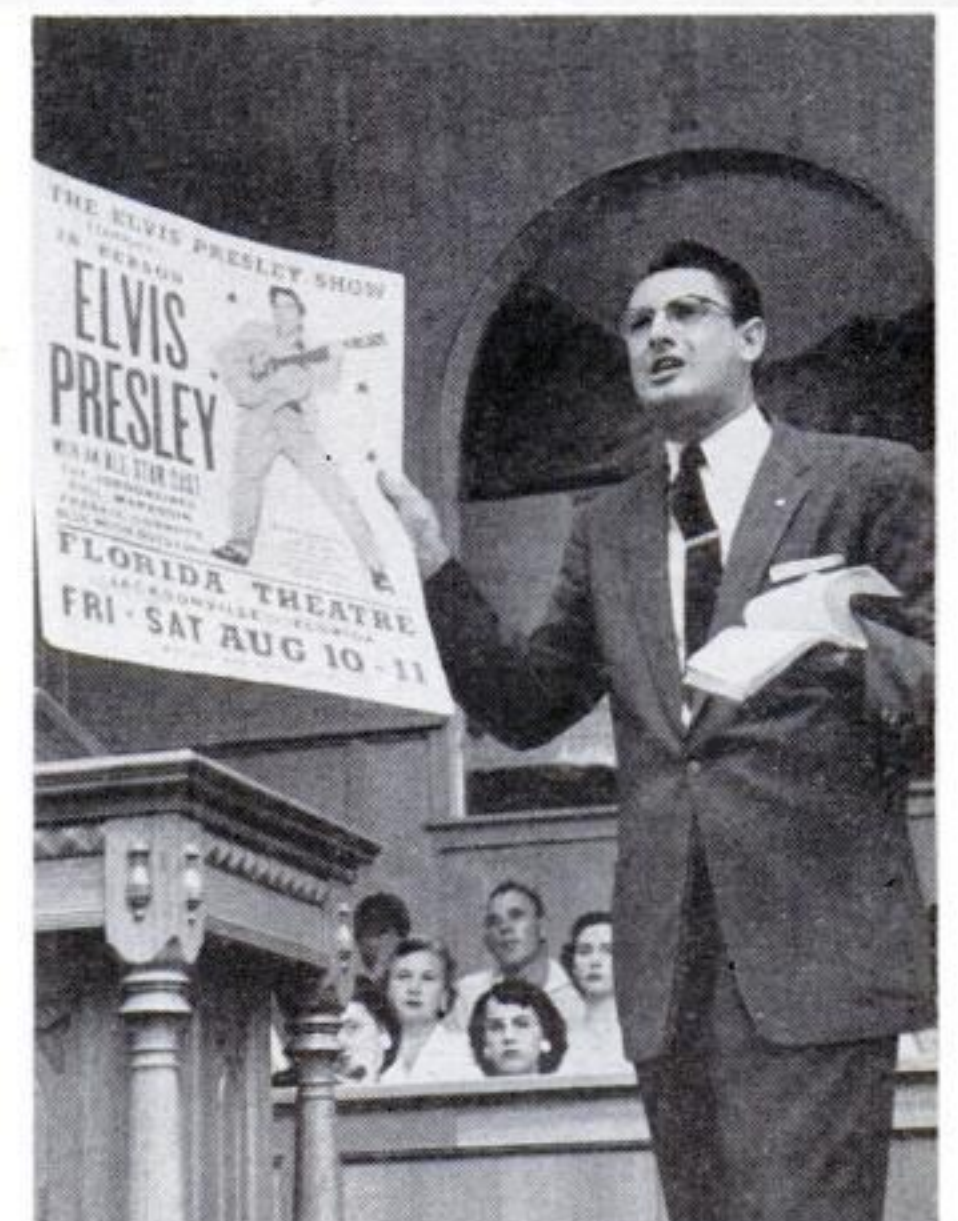
PACKED CROWD FOR PRESLEY, 2,200 Jacksonville teen-agers turned up at every one of the six shows he gave in two days at the Florida Theatre. Line of

uniformed cops and shore patrol seated in the orchestra pit were there to keep audience from storming over the footlights when Elvis sang his *Hound Dog* finale.



ANTIDOTE TO ELVIS was church social at Murray Hill Methodist church two nights after Presley

left. Before dance, group heard Presley denounced in sermon on "Hotrods, Reefers and Rock 'n Roll."



PULPIT COMPARISON of a Presley poster and Bible is drawn by a Baptist preacher, Robert Gray.



PRAYER FOR PRESLEY in Trinity Baptist church came after the Reverend Gray said the singer had "achieved a new low in spiritual degeneracy. If he were

offered his salvation tonight, he would probably say, 'No thanks, I'm on the top.'" Then teen-agers in front rows led in prayer that salvation be granted him.



Pop was giving the steak the master's touch. I snapped his picture with the Polaroid Land Camera...and 60 seconds later I showed it to the whole gang.

Snap it...see it!

There's no limit to the fun and excitement of taking pictures with the Polaroid Land Camera. Because you see your shots a minute after you snap them. But that's only *part* of the story. You should see how *good* these pictures are!

Polaroid's got a new panchromatic film that gives you the richest blacks and snowiest whites you've

ever seen. Delicate middle tones that make pictures of people look wonderfully soft and warm. Details that are razor sharp. And with this new film today's Polaroid Land pictures don't fade—they last just like any other pictures. And you can get all the copies and enlargements you want.

But all we can do here is *tell* you these things. If

you walk into any camera store we can *show* you. Take a couple pictures yourself with this terrific camera. It's a cinch to work. Easy to buy, too. Only \$69.95 or \$1.19 a week and it's yours.

(For a very interesting and informative booklet on the Polaroid Land Camera, drop a postcard today to Polaroid Corp., Cambridge, Mass.)

POLAROID® LAND CAMERA WITH NEW PANCHROMATIC FILM



WITH A FLICK OF THEIR FLIPPERS, SKINDIVERS TURN BOTTOMS UP AS THEY HEAD DOWN TO SCAVENGE IN THE MURKY WATERS OF LAKE WINNIPESAUKEE

FLIPPERS FLAIL FOR LAKE LOOT

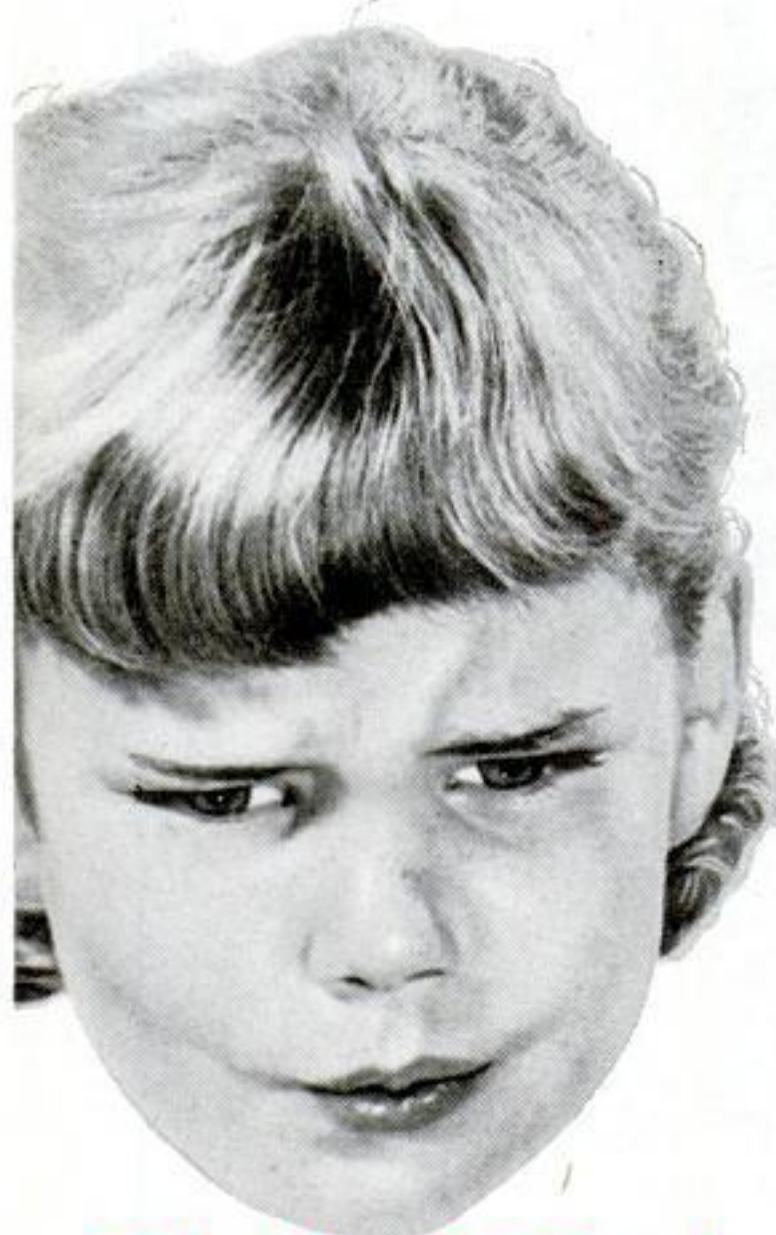
100 skindivers have scavenger hunt

On a recent rainy Sunday, New Hampshire's Lake Winnepesaukee was churned to foam by the flippers of 100 skindivers heading bottomward. Attending a scavenger and treasure hunt sponsored by the Northeast Council of Skindiving Clubs, Inc., they were out to recover treasures supposedly on the lake floor—a \$20,000 diamond watch, gold teeth, three sunken ships and a \$400 camera lost by an Associated Press photographer.

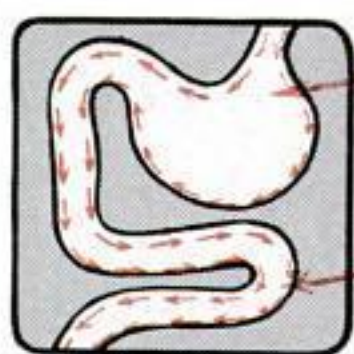
Coursing the storm-clouded waters, the divers brought up object after object. At day's end, glad at least for the exercise, they toted up the take—one broken cider jug, one baseball cap, a foghorn, a pair of sunglasses, a New Year's noisemaker and a 1955 New Hampshire license plate.

Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?



**Hospital Tests prove
Pepto-Bismol works where
Soda and Alkalizers fail!**



1 Pepto-Bismol helps soothe in the stomach... where overdoses of soda and alkalizers may actually prolong the upset!

2 Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Controls simple diarrhea without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



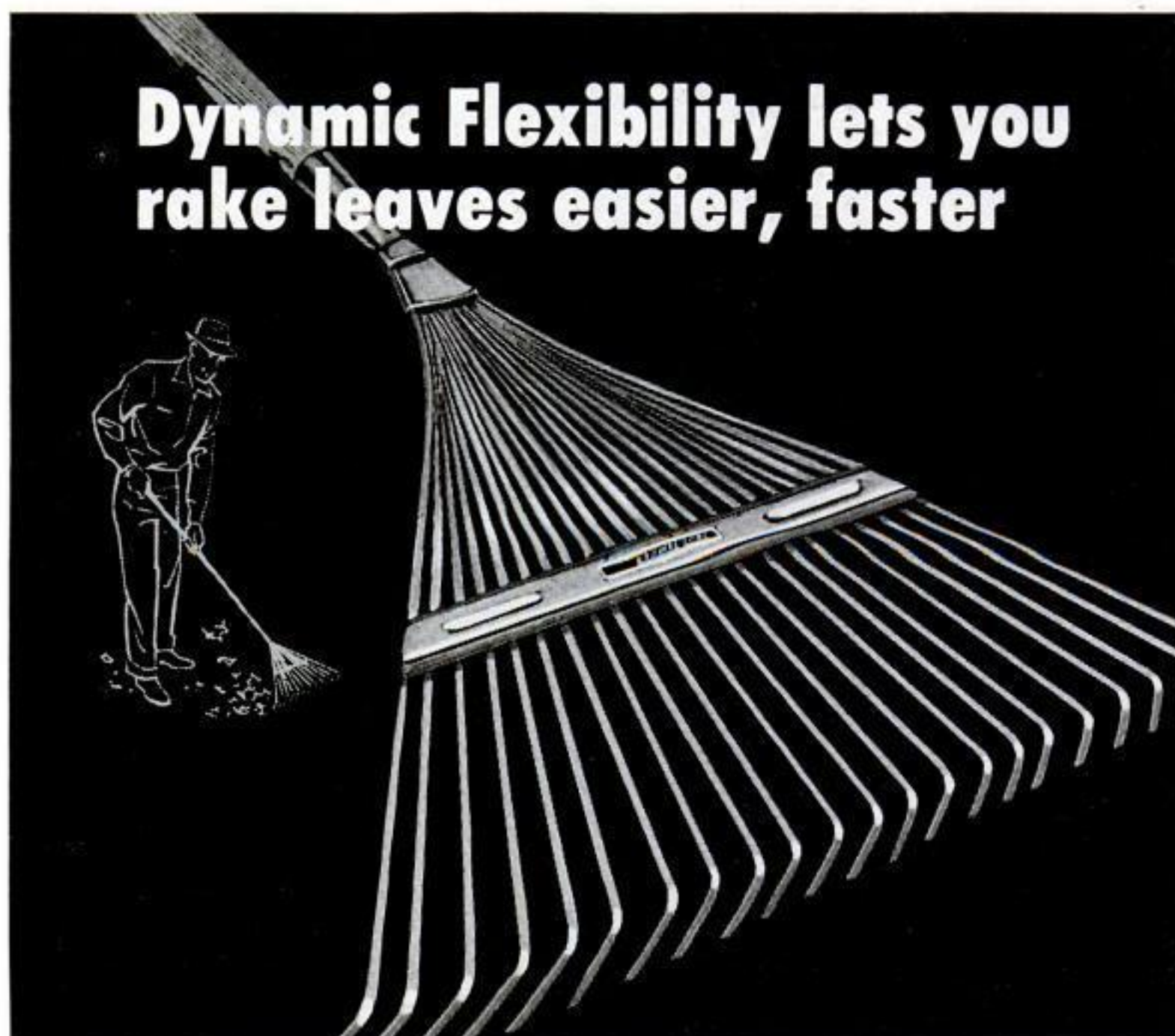
Take Hospital Tested

Pepto-Bismol®

...and feel good again!

A NORWICH PRODUCT

Dynamic Flexibility lets you rake leaves easier, faster



When you try True Temper's Dynamic Lawn Rake, you'll appreciate how its flexibility lets you rake clean even on bumpy ground. Teeth hug the lawn, but because of built-in flexibility, they won't tear grass roots.

And it's all done without the aid of extra springs or other costly gadgets that add weight. Dynamic

weighs less than 2½ pounds, but has a full capacity 20" spread and straight 2" deep raking edge.

This rake takes rough use. Teeth are tempered steel, handle is fire-hardened select Northern Ash. See the Dynamic (No. DL22) and all the True Temper rakes at your hardware or garden store. True Temper Corporation, Cleveland 15, Ohio.

TRUE TEMPER®



Finest quality in Shears • Garden, lawn and farm tools • Shovels • Hammers, axes, hatchets • Fishing tackle • Golf-club shafts

FLIPPERS CONTINUED



PREPARING TO DIVE, the skindivers swim out into the lake, then adjust and test their masks and breathing equipment before going down.



COMPARING NOTES, skindivers Percy Kingsley (left) and Alfred Temperly stand beside poker chips they recovered in later diving contest.



DAY'S TREASURES are shown by finders. Surfacing, one called out, "Skip the diamond watch. There's a fortune in Coke bottles down here."



ARTHUR GODFREY AND GARRY MOORE TELL YOU...

Hurry! Last Chance, ENTER TODAY!

\$63,000.00 MINK SWEEPSTAKES!

FIRST PRIZE

\$10,000.00 Full Length Mink Coat

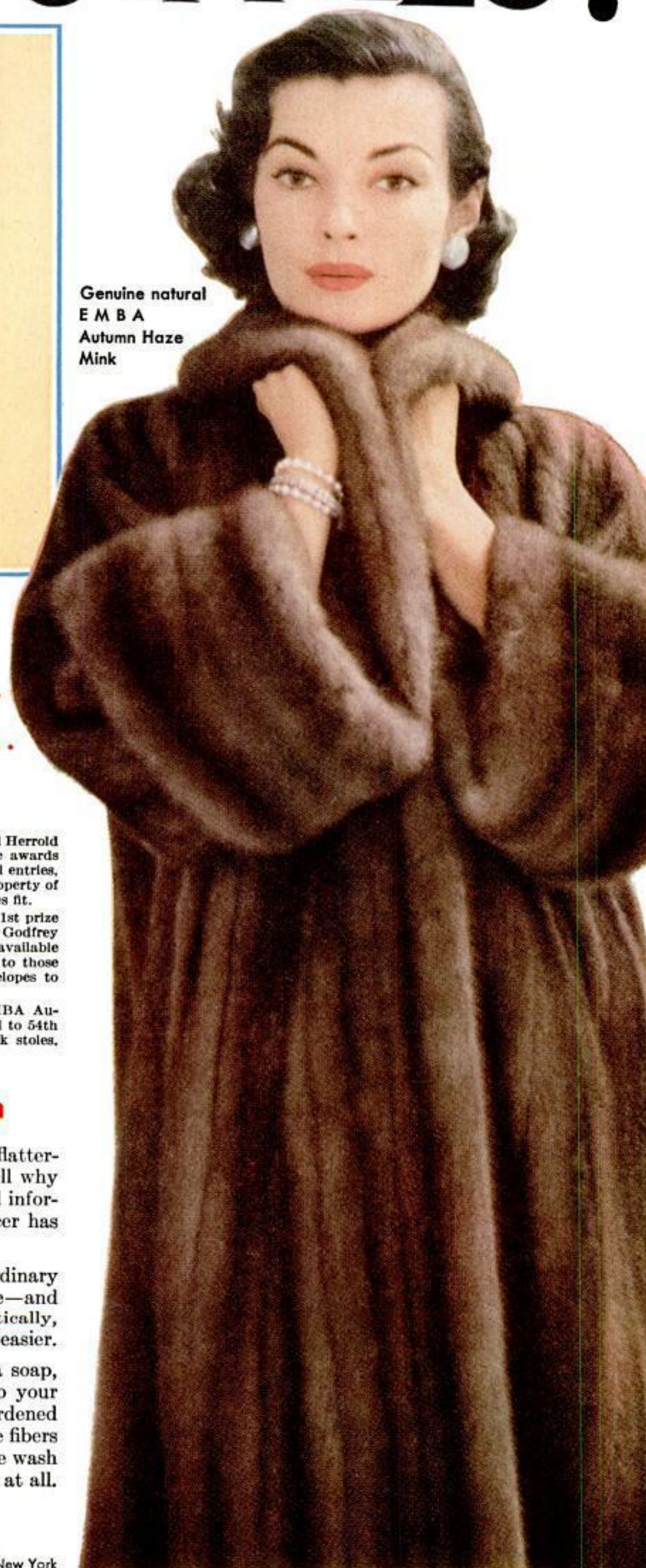
2nd to 54th PRIZES

53 \$1,000.00 MINK STOLES



Note: Extra! If you send in two labels, one from a Sta-Flo Liquid Starch bottle plus one from a Sta-Puf Rinse bottle, and you become one of the mink prize winners, you get this "extra"—we will also insure your mink prize against fire and theft by providing you with a paid-up insurance policy for one year.

Genuine natural
E M B A
Autumn Haze
Mink



Just complete one of the following statements

In 25 additional words or less

1 I like Sta-Flo Liquid Starch because.....

2 I like Sta-Puf Rinse because.....

SWEEPSTAKES RULES

1. Complete the statement "I like Sta-Flo Liquid Starch because..." or the statement "I like Sta-Puf Rinse because...". Print or write plainly using one side of sheet of paper, official blank or space provided on special label, or on back of regular label and using not over 25 additional words. Enter as often as you wish but enclose a label with each entry.

2. Mail your entry together with your name and address, plus name portion of label to: MINK, Box 717, Chicago 77, Ill. Entries must be original work of entrants submitting them. To qualify for paid-up one year insurance policy against fire and theft on mink prize also

include with your entry, the name portion of the labels from both a Sta-Flo and Sta-Puf bottle.

3. Sweepstakes start July 1, 1956 and end August 31, 1956. All entries must be postmarked not later than midnight August 31, 1956 and received not later than Sept. 10, 1956.

4. Sweepstakes open to any resident of continental U. S., Alaska, Hawaii, and Canada, except the employees of A. E. Staley Mfg. Co., its advertising agency and their families. Sweepstakes contest subject to Federal, State, and local regulations.

5. Entries will be judged for originality, sincerity and aptness of thought by Lloyd Herrold Co. Judges' decision final. Duplicate awards in case of tie. No entries returned. All entries, contents, and ideas therein become property of A. E. Staley Mfg. Co., to use as it sees fit.

6. Winners will be notified by mail. 1st prize winner will be announced on the Arthur Godfrey Show (CBS Radio). Prize winner lists available about 6 weeks after close of contest to those sending stamped, self-addressed envelopes to judges.

7. 1st prize, \$10,000.00 genuine EMBA Autumn Haze full length mink coat. 2nd to 54th prizes 53 genuine UMPA ranch mink stoles.

Look for these
Special Labels



Read These Hints to Help You Win

Imagine the thrill of owning and wearing the most luxurious, the most flattering fur of all—precious mink! And all you have to do to enter is tell why you like Sta-Flo Starch or Sta-Puf Rinse. Read the following helpful information. Try Sta-Flo and Sta-Puf yourself. Don't delay. Your grocer has both products. Get started on your winning entry immediately.

STA-FLO STARCH is the liquid laundry starch that outperforms all ordinary starches. Pre-cooked Sta-Flo gives you perfect starching every time—and besides, does three extra jobs for you: blues your clothes automatically, actually retards mildew, and makes ironing go much faster and far easier.

STA-PUF RINSE is an entirely new kind of washday product. Not a soap, detergent, water softener, or starch. Just pour a little Sta-Puf into your final rinse water and—presto—even roughest, scratchiest, wash-hardened bath towels get fluffy-soft again! Sta-Puf rinses softness right into the fibers of all your clothes. Diapers and baby things get petal soft. Your entire wash dries so soft it is nearly wrinkle-free—much flatwork needs no ironing at all. Try Sta-Puf and see.

A. E. STALEY MFG. CO., Decatur, Illinois

Furs by A. J. Blatte Brothers, Chicago, New York

SEGREG

NOT in recent times has any issue so divided the U.S. people as has the Supreme Court's historic decision on segregation. Galvanized by the court's edict, the nation has clashed in explosive debate. At the extremes of the forum are the zealots and bigots who fill the air with harangue and hate. And in the middle ground are the thinking Americans of North and South. The court, in now interpreting the law, has reversed centuries of tradition. But most citizens wonder how and how soon the conflict between conscience and custom will be resolved.

Because LIFE's editors believe that a true reconciliation of views will come only from an exchange of basic information, discussed within the frame of reason, LIFE next week will present the first of a five-issue series of illustrated essays on segregation. By using all of LIFE's journalistic resources and graphic skills, the editors will bring new knowledge and needed perspective to this controversy and provide the most complete background on the nature of segregation you have yet had a chance to read.

In forceful paintings and in bold photographs, LIFE will draw

A T T I O N

a realistic picture of Negro-white relations in the U.S. from the days of the slave ships to the present. Here you will see the Negro in the slave marts of Africa and of Charleston. Here you will retrace the turbulent history of the Negro through his Civil War days, his emancipation, his life under Jim Crow and his harassment by the Klan, his new status under law. LIFE will picture the varied ranks of Negroes in the South today—college professor, housewife, mechanic, farmer—to show the pattern of their lives in a segregated society. And LIFE will show white men at many levels

of Southern society, to document the way of life which they seek to maintain. The moral issues involved in the controversy will be analyzed and the roles of the church and religion appraised.

This series will be no tract. The editors' purpose is to inform, as only LIFE can, not to persuade. Whatever degree of passion or conviction you bring to LIFE's series, you will take away from LIFE's pages a broader, more incisive knowledge of the subject—a subject which you and I and the entire nation will be debating for many months in the future.

ANDREW HEISKELL, *Publisher*

CONTINUED

Whatever In The World

You Want Most To See

You'll See It Soon In **LIFE**

For family fun, interesting surprises, excitement and information, the coming issues of LIFE offer a variety of good reading you'll find hard to match anywhere.

Whether your tastes run to history and art, science and literature—or theater, parties, sports, fashion and the things people do in their everyday living—you will find your interests whetted and satisfied in the issues of LIFE ahead.

Here for example is a partial list of articles and picture stories you will soon be enjoying in the pages of LIFE:

The Economics of Teen-Age Allowances

Mike Todd's "Around the World in 80 Days"

Freemasonry in America

The Naked and the Nude, a Controversy in Art

Sir Winston Churchill's History, Part II

Henry VIII

Elizabeth the Queen

England's Great Civil War

The Reign of Charles II

The Scientific Breakthrough in the Treatment of Insanity

Cecil B. DeMille's "The Ten Commandments"

The Epic of Man, Chapter VI, the Egyptians

Football Takes Over in Texas

The Presidential Campaign Week by Week

Best Look Yet at Mars

The Mystery of the Virus

A Series on the Great Adventures of Today

The Spectacular Campus of the University of Mexico

The Day the Japanese Attacked Pearl Harbor, a dramatic account by Walter Lord, author of "A Night to Remember"

Sights for Children in the World's Biggest City

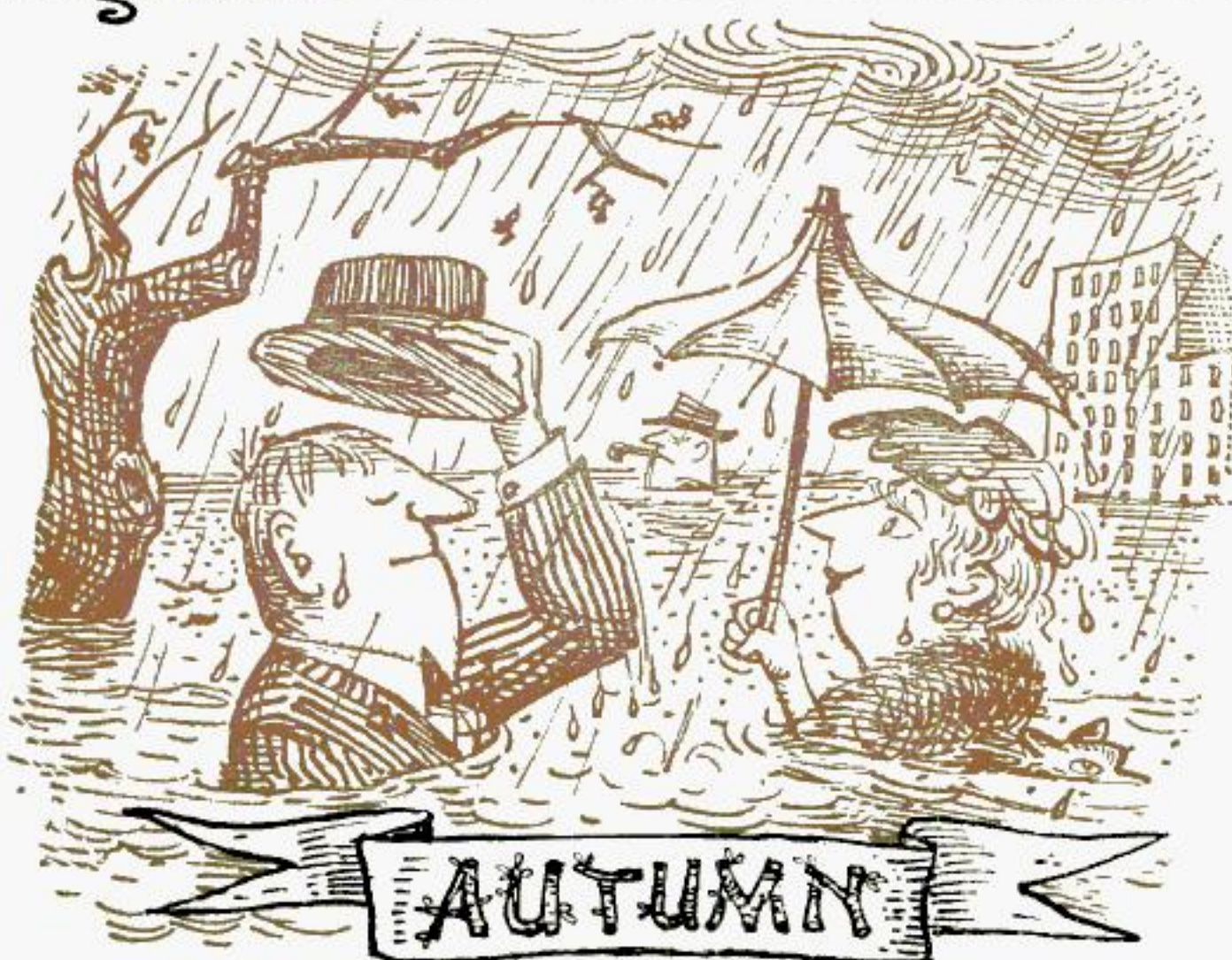
People Who Retire at Middle Age

Spices for Your Table

Paul Brown and His Champion Browns

The Soviet Worker and His U.S. Counterpart

These features represent the extras of LIFE—the special attractions which add to LIFE's day-to-day coverage of the news. For LIFE's primary purpose is today what it was when the magazine was first founded: "to see the world; to eyewitness great events." Only a few weeks ago the cameras of LIFE's photographers brought our readers face to face with one of the epic stories of our time—the sinking of the *Andrea Doria*. In the present issue you will find the sweeping panorama and pageantry of the Democratic convention, including a cover and two pages in color—and one week hence, also with color, the Republican convention. And LIFE will provide intensive week-to-week coverage of the great events which fill our days—the election campaign, the Olympics, the Suez conference and its aftermath. You will find fun, fascination and surprises in LIFE as well as the exciting picture record of our exciting times.



UNSEASONAL SEASONS PRODUCED BY RECENT CHANGES IN WEATHER LEAVE MAN NOT KNOWING WHEN TO EXPECT SNOW, WIND, RAIN OR BLOOM OF SPRING

OUR NEW WEATHER

Scientists believe more hurricanes, more tornadoes, higher temperatures and unseasonal storms are part of a long-term change in world climate

by **HERBERT BREAN**

MANY a citizen, vaguely summarizing the weather news of recent years and pondering his own uncomfortable experiences, has come to the conclusion that the weather has just plain gone nuts. What, he wants to know, has become of the cold, old-fashioned, snowy winters? What about the tornadoes that have been hitting all kinds of unexpected places? What about the hurricanes that annually smash at the East Coast? What about all the freak floods, droughts and snowstorms? And the springs—look how cold they are! What's going on, anyhow?

The weather cynics—superior, sure of their ground, even jeering—have a ready answer for those who marvel at the “new” weather. *Nothing* is going on really, the cynics argue. Winters are the same: it's just that we were more impressed by the cold and snow when we were 8 years old; the snow *looked* higher then. There have always been hurricanes, but for many decades the East Coast dismissed them as “nor'easters.” Now, like movie stars, they get publicity and names—like Carol and Diane and the latest entry, Hurricane Betsy, which last week momentarily threatened the U.S. but then veered out to sea after hitting Puerto Rico. There have always been

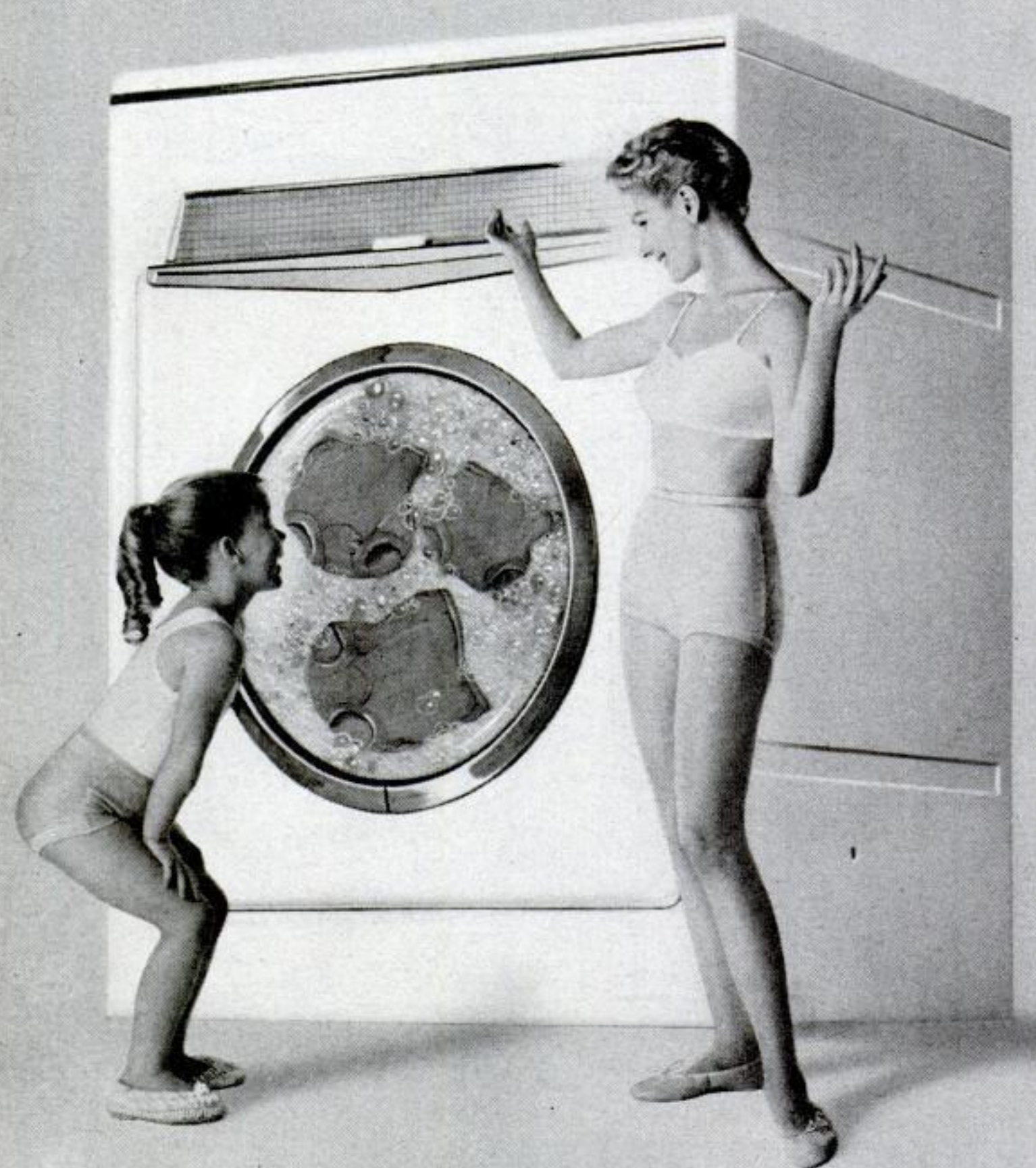
tornadoes, too. As for the other things, we tend to forget that we live in the temperate zone, and that the great characteristic of temperate zone weather is that it is intemperate. In any case, great climatic changes come too gradually to be observed within the span of an average lifetime. Furthermore, accurate weather records have been kept for only a brief tick of geologic time, and not all the records, even those kept by reliable government meteorologists, can be accepted as completely accurate. Weather, say the cynics, is just exactly what it used to be in the old days.

So what about it? Who is right?

Oddly enough, not the wise cynics. The marveling citizens who wistfully believe that weather has changed are the ones who are right. The weather is *not* the same. For example:

It's HOTTER—The world's annual mean temperature has increased one degree in the past 75 years. In most of the U.S., summers are one degree hotter and winters two to four degrees warmer. In the northern Atlantic basin, notably in Iceland, Greenland and Spitsbergen, the annual average temperature has risen six to 12 degrees. In the Southern Hemisphere the increase has been less noticeable, and the

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A SHOWER OF RECORDS in the form of hottest, wettest and driest days is hurled at the public by newspapers, and further confuses the layman.

WEATHER CONTINUED

Antarctic is probably colder than it used to be. So, by one or two degrees, is the northwestern U.S.—roughly, the area west of a line drawn from Yuma, Ariz. to Havre, Mont.

A two-degree change in temperature does not sound like much. Actually it is the equivalent of nearly 100 miles of latitude. Thus Philadelphia today has the climate that Baltimore used to have in 1885. A 14° drop in average annual temperature, which scarcely sounds cataclysmic, would actually return the North American continent to the Ice Age.

MORE HURRICANES—In the last 25 years the number of Atlantic Coast tropical storms, both of hurricane and sub-hurricane violence, has increased sharply. For the first 30 years of this century an average of six tropical storms formed annually in the central Atlantic and 2.5 of them hit the U.S. Since 1930 the average number of storms has risen to 9.4 and about four of these ordinarily hit the U.S. coast, with 14 striking in the past three years. New England, which used to average three severe hurricanes (not mere rainy nor'easters) per century, has had three in the past two years—Carol and Edna in 1954, Diane in 1955.

MORE TORNADOES—Since the formation of a tornado depends on warm surface temperatures and since surface temperatures have been rising, the number of tornadoes has indeed increased, but nobody knows by how much. When the U.S. Weather Bureau first began to make a careful count of tornadoes in 1916, only 90 were reported because the reporting network was a makeshift one. Last year a vastly improved network reported 870 tornadoes. More interesting even than the numerical increase in tornadoes, however large it may be, is the change in localities where tornadoes have struck. Generally considered a phenomenon of the wide-open Midwestern spaces, tornadoes in 1953 ripped through such populous areas as Worcester, Mass., Flint, Mich. and Waco, Texas.

STORM, FLOOD AND DROUGHT—Local weather, in certain parts of the country, is becoming more unpredictable and violent, especially in the east. The Atlantic seaboard is probably a little cloudier and windier, and while its snowfall has decreased, freakish out-of-season storms have grown more numerous. Harvard's Blue Hill Observatory south of Boston recorded 61 inches of snowfall this spring in 25 days (March 16 through April 9). Such snowstorms, especially in spring, and also the torrential rains that accompany tropical storms have led to unprecedented floods in Connecticut and eastern Pennsylvania in the past few years.

The U.S. becomes 'maritime'

DESPITE unseasonal storms, the weather of most of the U.S. is becoming more maritime—that is, warmer, balmy, more equable. Maritime weather means less severe winters, cooler springs, longer summers (September is now largely a summer month) and lingering autumns, with the first killing frost generally retarded one to three weeks.

CONTINUED



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Dissolve orange Jell-O and sugar in *hot* orange juice. Cool until thickened and syrupy (20-25 minutes). Chill Carnation in refrigerator tray until soft crystals form through milk (15-20 minutes).

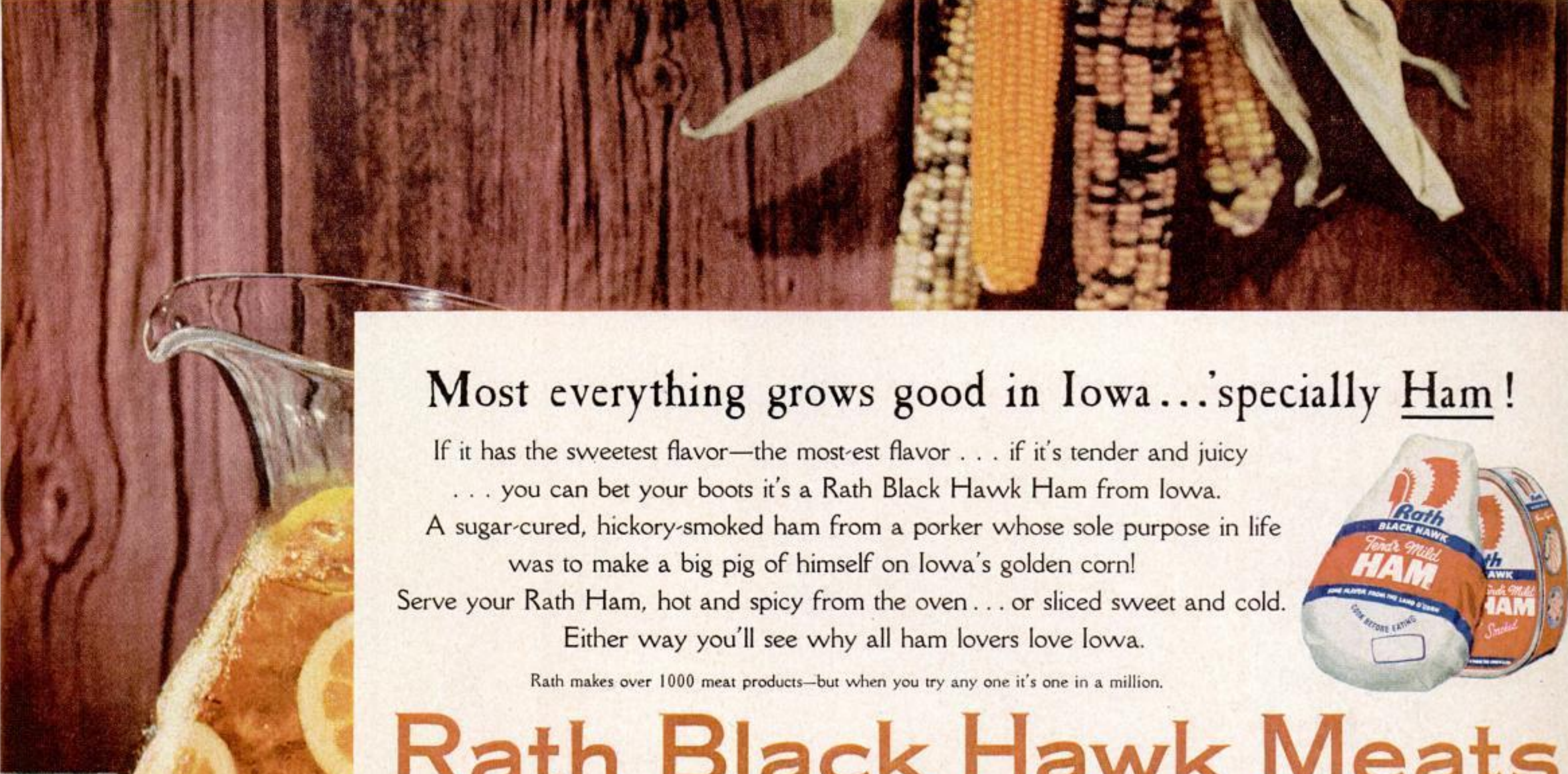
Whip until stiff (about 1 minute); add lemon juice. Continue whipping until *very* stiff (2 minutes longer). Fold *whipped* Carnation into chilled orange Jell-O. Spoon into crust. Chill pie 2 hours, or until firm.

***GRAHAM CRACKER SHELL:** mix $1\frac{1}{2}$ cups crushed Nabisco Honey Grahams with 2 tablespoons sugar and $\frac{1}{4}$ cup melted butter. Line sides and bottom of 9-inch pie plate.

"NO-BAKE" LEMON PIE. Use lemon Jell-O instead of orange Jell-O. Mix $\frac{1}{4}$ cup water with $\frac{3}{4}$ cup (6 oz. can) softened lemonade concentrate. Save 2 tablespoons for whipping Carnation. Heat remainder; dissolve Jell-O and $\frac{1}{2}$ cup sugar. Cool. Add *whipped* Carnation; place in shell.

"NO-BAKE" PINEAPPLE PIE. Use lemon Jell-O instead of orange Jell-O, and 1 cup hot water (or canned pineapple syrup and water) instead of orange juice. Fold 1 cup well-drained canned crushed pineapple into Jell-O and *whipped* Carnation filling. Place in shell.





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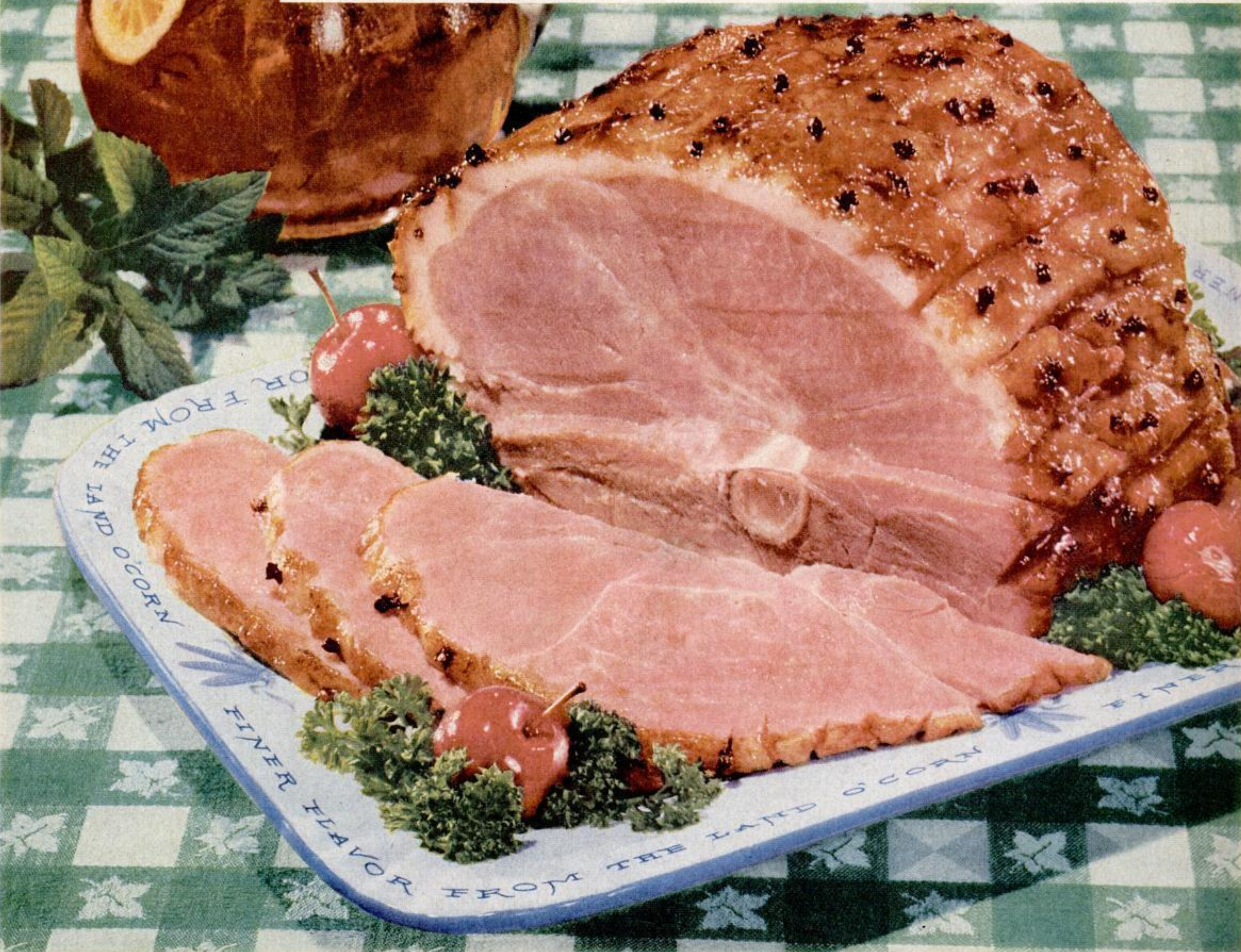
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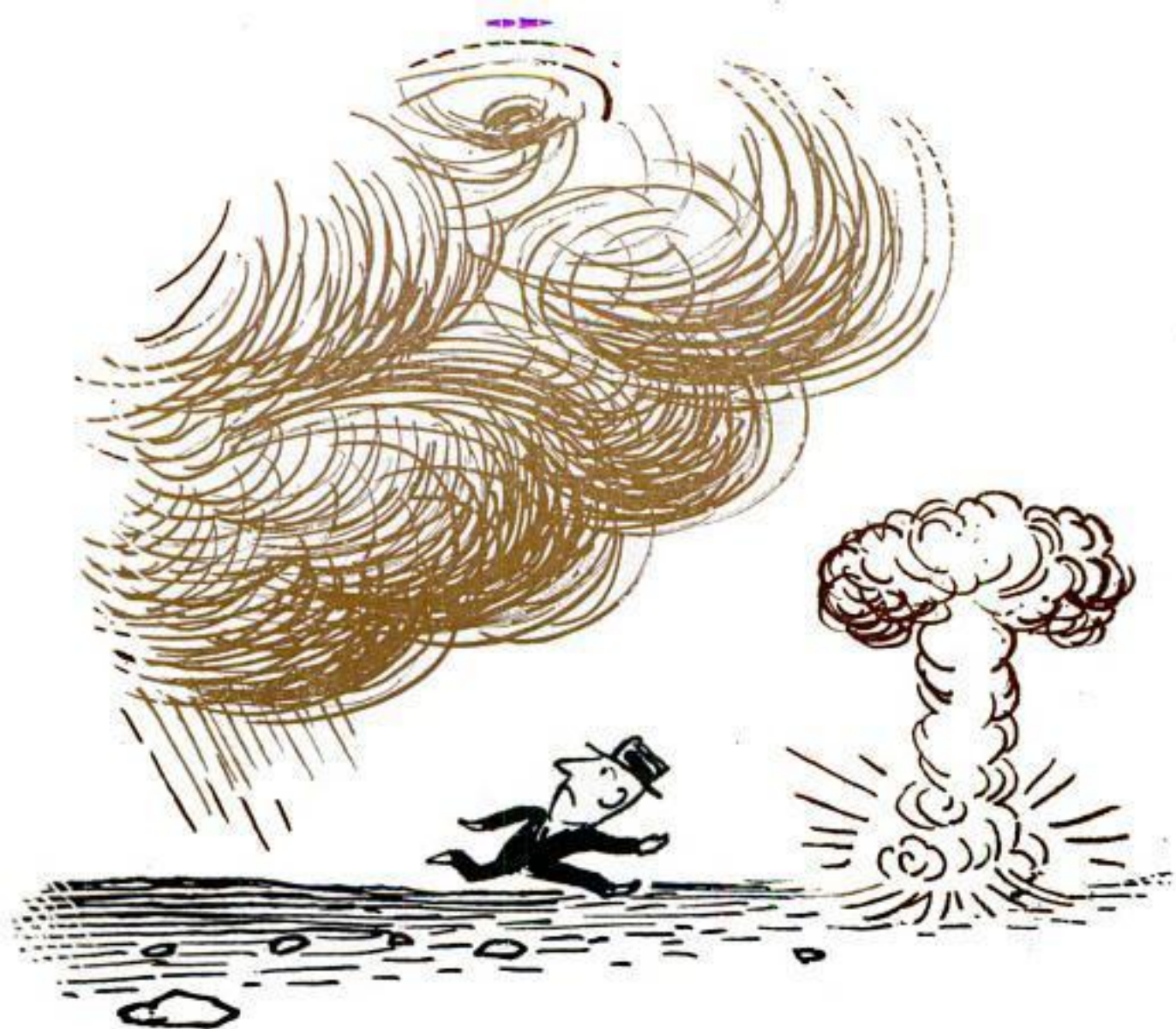


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A-BOMB INFLUENCE on weather is pooh-pooed by meteorologists, who say forces of weather are too powerful to be affected by man-made explosions.

WEATHER CONTINUED

These changes affect man's life in scores of unexpected ways. Cloud-seeding to induce rain has become a business in the drying Midwest. Warmer, light-snowed winters are plaguing eastern ski resorts (1955-56 winter was an exception). Warmer, saltier ocean currents are flowing northward with the result that the cod, once a Massachusetts staple, has migrated north (620 miles in 27 years). Consequently Eskimos, who are wearing more wool and less heavy sealskin, are also eating more cod. Tuna and sardines, both warm water fish, are now being caught in the North Sea. Glaciers in almost all parts of the world are retreating, Arctic ice is getting thinner, and Russia's northern ports are now open longer in the winter months. This led the late Josef Stalin to boast, a few years ago, that Communists were courageously working their ships through the ice packs that czarist sailors were never able to penetrate, although in the new weather conditions even decadent, capitalist sailors might succeed.

Vegetation and timberlines are creeping up the slopes of tall mountains. Many southern birds, notably the cardinal, have moved north in the past few decades. The Carolina wren, vulnerable to frost, has been sighted in Ontario, and the mockingbird, seldom seen even in Washington, D.C. 75 years ago, is now common in Philadelphia. The tufted titmouse and hooded warbler have also moved north, and some migratory birds are now staying farther north in winter. It is likely that climate, either directly or indirectly (by affecting food supplies), is partly responsible for these northward rangings.

A-bombs and jet streams

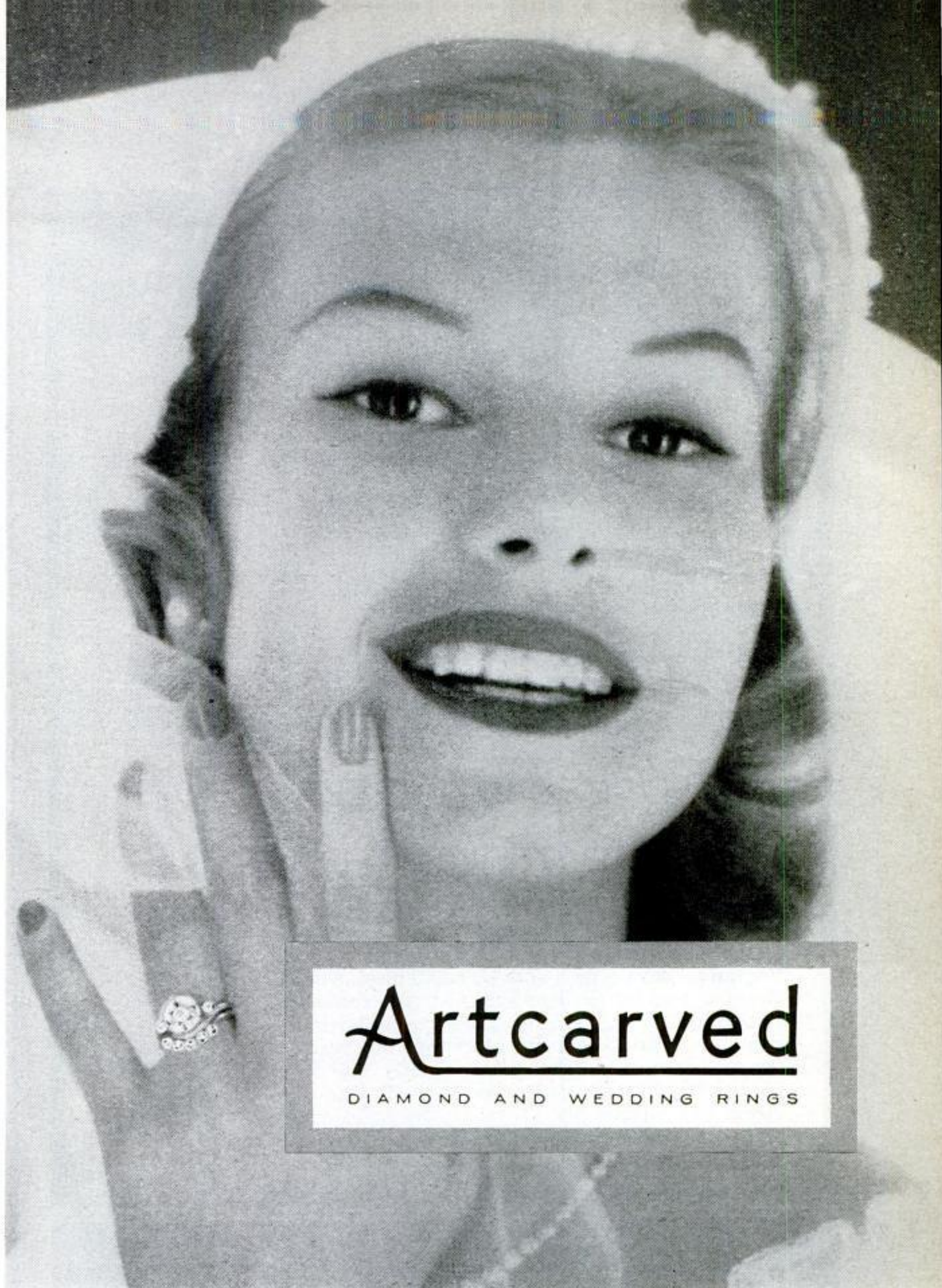
THE layman, trying to account for such phenomena, almost invariably leaps to false conclusions. He thinks that the earth is just getting warmer or that perhaps the A-bombs are responsible for it. Or maybe it is the fault of the newly publicized "jet stream."

It is none of these. The earth is not "just warming up," and the weather was changing long before 1945 when the first nuclear weapons were set off. People who mutter about A-bombs causing storms simply do not realize what enormous forces create weather. Even a local thundershower expends the force of an A-bomb every three minutes, while a hurricane, according to a calculation by Dr. Henry Houghton, chairman of M.I.T.'s meteorology department, expends the energy of two Hiroshima-size atomic bombs every second of its existence—which can easily be as long as 10 days, or 864,000 seconds.

This point is worth emphasizing because in recent months Communist propaganda, especially in Europe, has blamed U.S. bomb tests for weather changes and even for "strange blights" on crops in nonexistent rural areas, and strange deaths of nonexistent peasants. Meteorological change has always been blamed on military weapons. Men blamed rain on the puny cannon of Napoleon's time and, later, on the bigger guns of World War I.

As for the "jet stream," it has no real causal relationship to the changing weather. The presence of this overpublicized "river of

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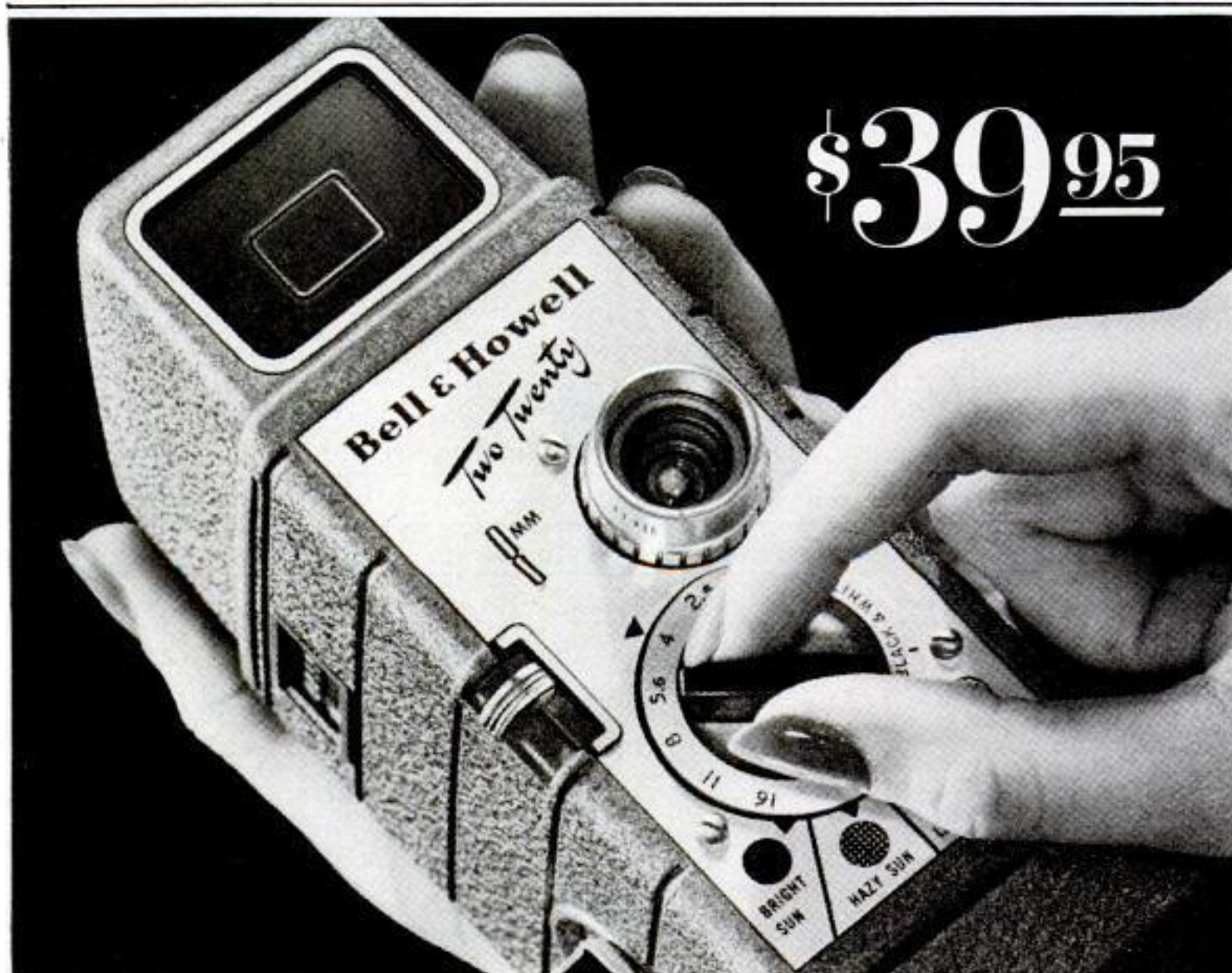
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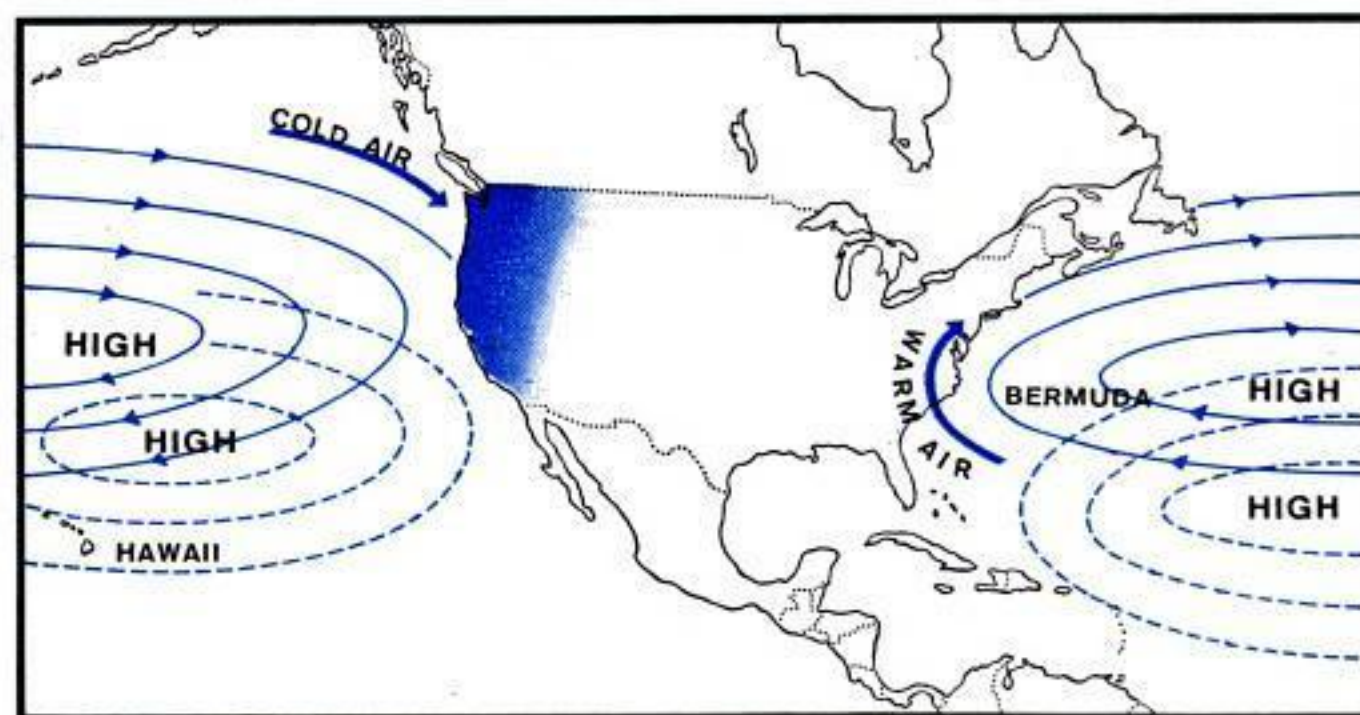
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IMPORTANT WEATHER-MAKERS for the U.S. are the Atlantic and Pacific anticyclones, whose clockwise motion sweeps winds onto the coasts. In recent years the anticyclones have grown stronger and moved from their approximate original positions (dotted lines) to more northern positions (solid lines). This movement has pushed warmer winds and more hurricanes to the East Coast while bringing colder weather to northwestern U.S. (dark area).

WEATHER CONTINUED

300-mph air" that "flows around the world" was first fully recognized and studied when high-flying airplanes, particularly those operating in the Pacific during World War II, found themselves strangely accelerated or retarded by it. Since then, partly because of its intriguing name, the public imagination has seized on the jet stream and given it far more credit than it deserves.

Actually it is not a steady stream, it has few jetlike qualities, it does not flow around the earth (except intermittently and inconsistently), and it very seldom travels 300 mph. It is a sporadic, high-altitude wind, resulting from the interplay of tropical and polar air masses and usually blowing at 20,000 to 35,000 feet. At any one time there are apt to be no more than 2,000 to 4,000 miles of it in the Western Hemisphere, and sometimes it stops entirely for days at a stretch.

Instead of blaming A-bomb tests or jet streams, meteorologists say that the great changes in U.S. weather are actually being wrought far from the U.S. Weather anywhere is the end product of worldwide atmospheric movements from pole to pole. In the opinion of leading long-range observers, two great oceanic pressure areas are the hubs of U.S. air circulation—and therefore of most U.S. weather.

These are two relatively stable high-pressure areas known as anticyclones because their winds revolve clockwise. (Cyclones, the generic name for storm winds, form in low-pressure areas and, in the Northern Hemisphere, revolve counterclockwise.) The Atlantic anticyclone lives at around 30°N. Lat. and extends roughly from east of Florida to the northwest shoulder of Africa. The Pacific anticyclone centers over the Pacific about a thousand miles off northern California.

The changing anticyclones

IN recent years the central Atlantic anticyclone has grown in strength and moved northward. Whirling high above the ocean, it works like a gigantic ceiling fan whose arms push winds toward the U.S. coast. When it was less strong and farther south, its winds moved into the coast mainly from the east, establishing a certain temperature range and incidentally carrying occasional Atlantic hurricanes to the gulf states and Florida. But with its increase in strength and northward shift, more winds move toward the U.S. coast from the southeast (see drawing, above). More warm maritime air now reaches the eastern U.S. and raises the temperature. The change in the Atlantic anticyclone explains, at least in the opinion of U.S. Weather Bureau's extended forecast expert, Jerome Namias, why hurricanes now range much farther up the coast into the northeastern states. A hurricane is like a little whirlpool on the surface of a brook. When the brook shifts, the whirlpool's course naturally shifts with it.

The Pacific anticyclone has also grown stronger and moved north. But there the ceiling fan, again spinning clockwise, forces the winds to blow onto the West coast from the northwest and north, bringing about greater polar air circulation and consequently lower annual temperatures.

One other major anticyclone centers in summer over the Rockies and in recent years has been "persistently recurrent" and stronger. It has tended to stay in place during the summer, settling

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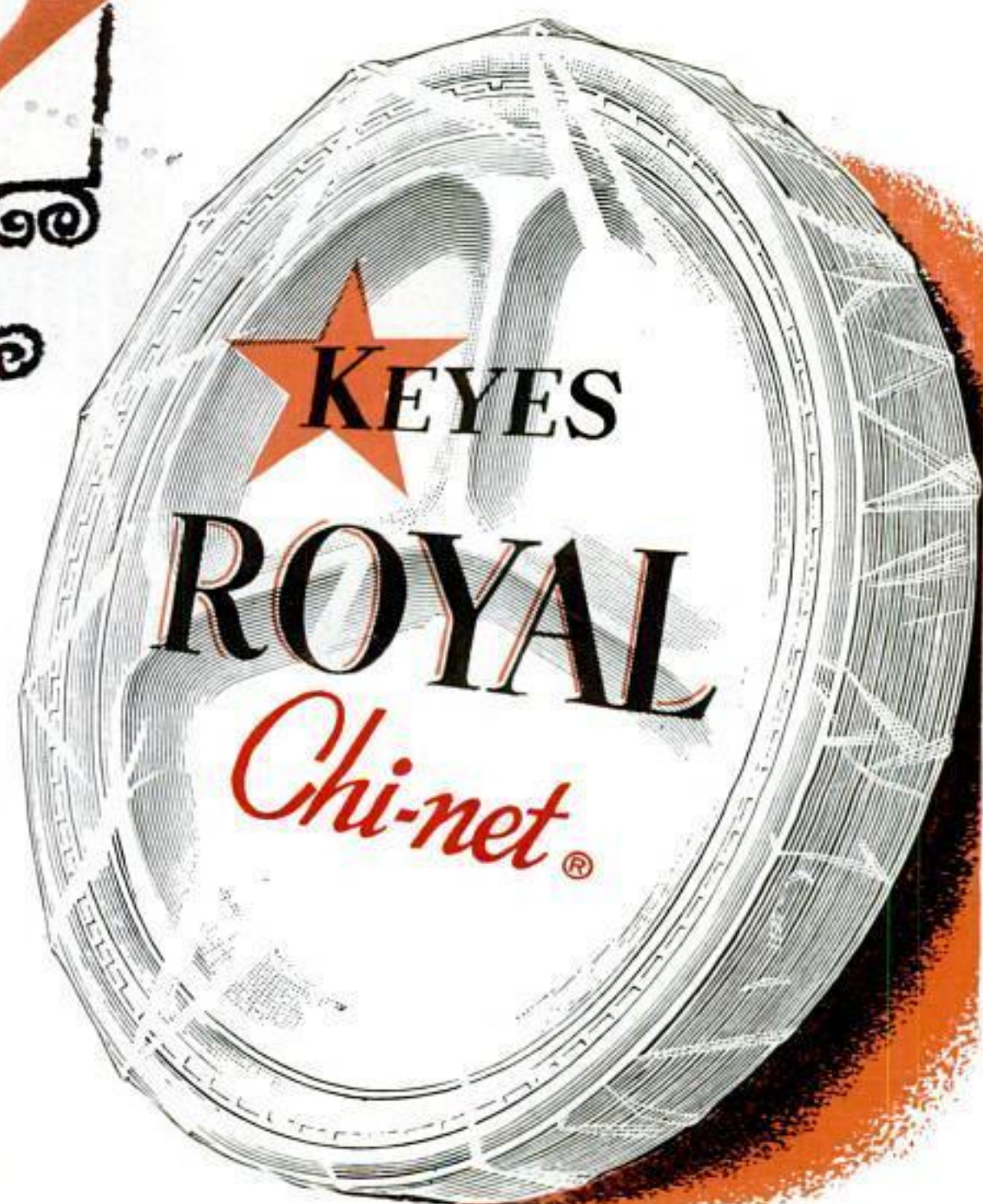
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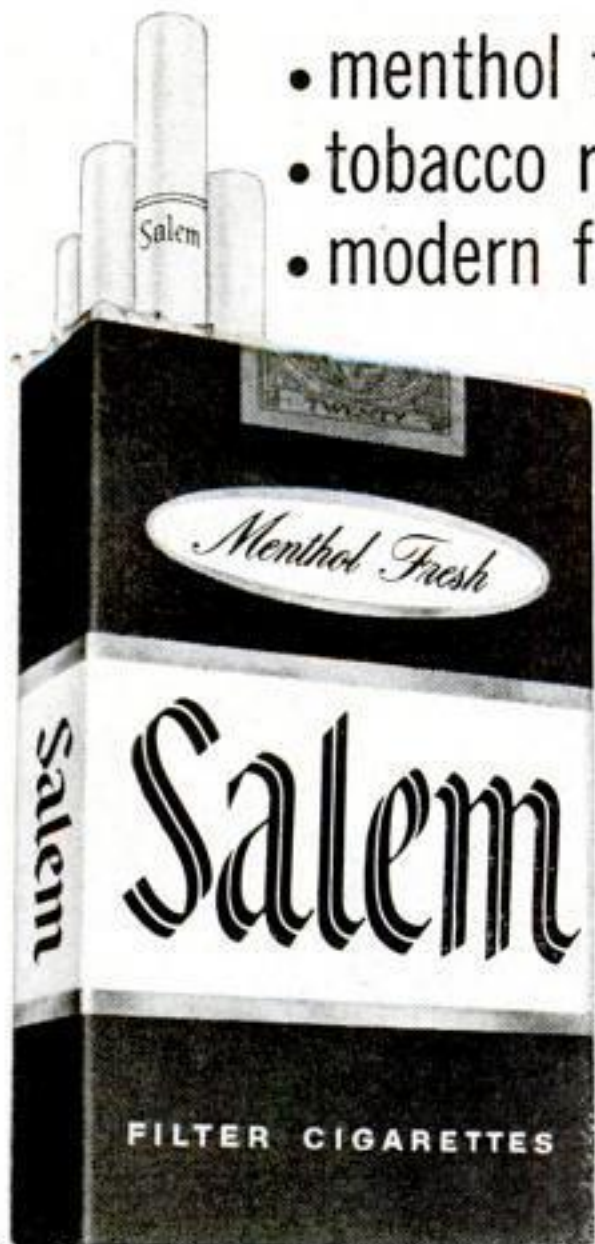
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MISLEADING DATA was gathered by old weather stations when new buildings rose to cut off winds and led experts to report decreasing wind velocity.

WEATHER CONTINUED

down hotly over the land and blocking the normal invasion of the rain-bearing tropical air mass. The result of this blockage has been dry eastern summers and devastating, severe drought conditions in the plains states.

The increase in tornadoes may have been another result. A tornado forms when a blanket of extremely warm, moist air lies closely over a wide area and is in turn overlaid by a higher blanket of cold, dry air. The warm, cloying surface air usually "overturns," rising suddenly and boiling up into the colder air, some of which is displaced and rushes downward around the warm up-welling. The normal result is a hard, gusty thunderstorm.

The tornado mystery

BUT sometimes—no one knows why—a tornado cone forms, dipping down from a thunderhead like a dangling hose, customarily covering an area no more than 400 yards wide and traveling an average of only 16 miles, most often from southwest to northeast. Sometimes it does not touch earth, sometimes it hops-scotches across scores of miles. But when it hits, it works macabre miracles, sucking houses, people and other objects up into its cone—occasionally to disappear completely. For example, in the Worcester, Mass. tornado of 1953, 120 iron hospital beds were drawn up into the air and have never been found.

Little as we know about the whip of tornadoes and other weather phenomena, it is greatly to the credit of modern meteorology that it has been able to discover as much as it has about the forces that control weather. A science only 100 years old, it has had to reason from skimpy and often unreliable evidence. The oldest instrument records, usually the work of learned European societies, go back only 300 years, and often the instruments used were not precisely adjusted. The oldest continuous American record began in 1780 when some New Haven amateurs started making local observations as a hobby. Competent U.S. Weather Bureau records are only 60 to 75 years old, and even these are only moderately reliable. The older weather stations were established in growing cities, and cities are heat islands whose average temperature may be 5° to 10° higher than the surrounding countryside.

Other local conditions may affect weather records. In 1884 Boston installed its weather bureau instruments on top of a 160-foot-high post office. When other buildings rose around and above the post office, wind velocities were recorded to be "decreasing." In 1933 when the weather bureau moved its instruments to a new 320-foot-high post office, wind velocities "rose" abnormally.

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WEATHER CONTINUED

Because of misleading information such as this, not more than 10% of all U.S. Weather Bureau stations dating back to 1900 have truly homogenous weather records.

Today's meteorologists must therefore weigh their findings to determine whether they are detecting real weather trends or only statistical ones. Thanks to their work, we now have a pretty good idea of *what* is happening. But we still do not know *why*. Climatology, the science which seeks basic answers by studying weather trends over periods of many years, has developed a number of theories, all respectable and espoused by men of stature, but all unproven speculation

The volcano theory

ONE theory for which there is a considerable body of interesting evidence is that variations in the earth's temperatures and other climatic change are caused primarily by volcanic eruptions. This concept, propounded by Benjamin Franklin among others, is based on the fact that major volcanic eruptions hurl millions of tons of fine particles high into the atmosphere where they remain suspended for one to three years, creating a pall between earth and sun. Thus shielded, the theory goes, the earth cools. When the particles finally settle, the earth warms again.

The volcanic theory was studied in great detail by the late W. J. Humphreys, meteorological physicist and Weather Bureau consultant. Since volcanic eruptions, like hurricanes, are events of sufficient magnitude to have been recorded even before other weather records were kept, Humphreys was able to assemble fairly complete evidence going back to the mid-18th Century. A comparison of the dates of major eruptions with such informal weather records as could be found showed a high degree of correlation between volcanic disturbances and cold spells. Especially interesting was the connection between eruptions and certain historic cold years such as the 1783-85 period and especially 1816, the famous "year without a summer," also known as "Eighteen Hundred-and-Froze-to-Death." In 1783 Asama in Japan destroyed 50 villages in history's most terrible volcanic eruption, and 1815 was the date of the eruption of Tambora volcano in Indonesia that killed 56,000 people and spread ashes and darkness over a 300-mile area for three days.

Humphreys also studied eruptions of ancient times and the weather that followed them, insofar as it was suggested in diaries, municipal records and the like. When Vesuvius destroyed Pompeii in 79 A.D., England had a very cold year in 80 A.D. When Hekla in Iceland erupted during the spring and summer of 1693, Italy and Spain suffered hard, snowy winters in 1694, and on May 17 of that year all the vineyards at Troyes, France were destroyed by frost. Two years after a Japanese volcano erupted in 1707, the Adriatic and Thames froze over, and Spain and Portugal got 10 feet of snow that winter.

Since the last eruptions of importance in the Northern Hemisphere occurred at Katmai, Alaska in 1912 and the last ones in the Southern Hemisphere in 1921 and 1932 in the Andes, the volcano theory has received a certain amount of latter-day confirmation, since it would appear that warming temperatures must follow cessation of volcanic activity. The Southern Hemisphere eruptions, whose dust never reached the Northern Hemisphere, might be expected to keep that half of the earth cooler. This actually is the case. But if the volcano theory is true, the area of smallest temperature increase should be the high polar latitudes which, getting almost no daylight in winter, might be expected to be least affected by an ash pall or by the lack of one. The exact opposite is the case. It is the consensus of scientific thought that the volcano explanation accounts for part of the changing weather, but only a part.

The sunspot cycle

ANOTHER hypothesis which has won a respectful audience among scientists was set forth by Dr. Hurd C. Willett of M.I.T. According to Willett, climatic change, especially temperature change, is caused in some mysterious way by solar sunspots. Willett has checked sunspot activity against weather variations and argues that both seem to follow an 80- to 100-year cycle. Over a period of 40 to 50 years heavy solar surface activity (explosions and fire storms that sweep across the face of the sun) is somehow associated with warming weather on earth. This is followed by 40 or 50 years of slight solar activity and correspondingly cooler weather on earth. Willett believes we have just turned the cyclical corner and are heading into a 50-year period of "old-fashioned"

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Happy in the wash!

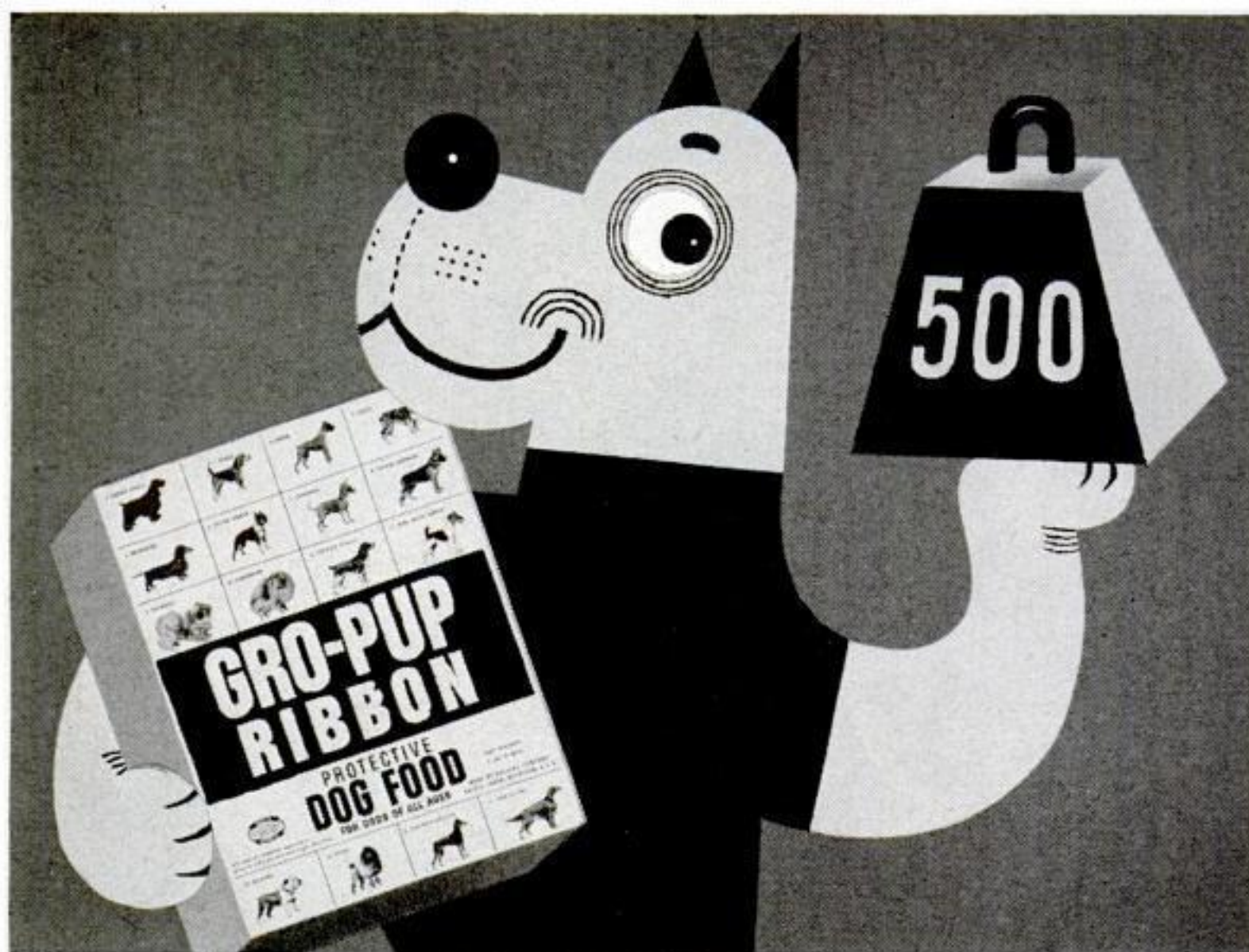
Picture a T-shirt that's whiter-than-white when you buy it... and stays that way, no matter how many times it's worn and washed. Only Hanes knows this secret! And wait'll you wear it! The no-sag, Nylon-reinforced neckband holds its shape always. The tail is long. Stays tucked in no matter how active you are. And they're fine, soft, long-staple cotton throughout! Best buy in town for only \$1 for men, 75¢ for boys.

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Nylon-reinforced undershirts	79¢ to 85¢	59¢
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Get more than you bargained for... get

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Protein—high-quality protein—is the most important thing a dog needs daily. Protein—to stay trim and healthy (not heavy). Gro-Pup has about twice as much high-quality protein as most canned dog foods. And all vitamins and minerals dogs are known to need daily for health and vigor. Whatever else you feed your dog, be sure he gets Gro-Pup every day.

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HIGH-PROTEIN
DOG FOOD



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You get it only in
Sheaffer's Skrip! RC-35 in new
Skrip provides protection never
before possible. If your records or
signature should be altered, even
by chemicals, RC-35 makes every
word legible again under ultra-
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Insist on Skrip to protect your pen,
too. Won't clot, clog or corrode.
Twelve brilliant true-tone colors.
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EXTRA METAL CAP for extra safety

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THROUGH THE HEAD
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AND ABERDEEN, MISS.



STORM'S FAME depends on where it strikes. A blizzard that would pass un-
noticed in Montana causes dismay in New York, where it gets heavy publicity.

WEATHER CONTINUED

winters. He is the only meteorologist of stature who has made
such a long-range weather prediction. As evidence he points to
Europe's severe winters of the last few years and the 1955-56 win-
ter in the eastern U.S. which was unusually cold compared to
winters of the past two decades.

But while most of his colleagues agree that the sunspot theory
has merit and that solar storms probably affect terrestrial climate
to some extent, few agree with Willett that they are the main cli-
matic force or that we are in for a half century of colder weather.
Continued increasing temperature is the general prediction al-
though, as Dr. Helmut Landsberg, head of the Weather Bureau's
Office of Climatology, recently remarked, "While I think the warm
tendencies will continue to have the upper hand, it is more a mat-
ter of faith than knowledge."

Still another hypothesis is based on the increase of carbon
dioxide in the atmosphere since the Industrial Revolution. Since
the mid-19th Century, man's increased population and enormously
expanded industrialization has pumped CO₂ into the atmosphere
in the form of combusted carbon from oil, coal and wood. At
present the atmosphere contains 2.35 trillion tons of it, and we
are adding about 10 billion tons a year. It has been estimated that
in another 50 years 47 billion tons will be added annually.

A veil over the earth

TOGETHER with water vapor, CO₂ forms a kind of veil over
the earth. Heat radiation from the sun, which comes in short
waves, is able to pierce this veil. But the earth reflects heat in the
form of long waves, which are partially blocked by the veil and
therefore retained in the earth's atmosphere. The more CO₂ in the
air, say the supporters of this theory, the thicker the veil will be
and the smaller the amount of reflected heat that can escape.

Once again the verdict of most meteorologists is that CO₂ cer-
tainly has a hand in weather formation, but not a lone hand.
During the 1957-58 International Geophysical Year, when most
nations will make meteorological and oceanographic observations,
the CO₂ situation will be carefully studied, since further increases
in terrestrial temperatures could have profound effects on the
polar icecaps and on sea levels.

Such massive studies as are being undertaken for the Inter-
national Geophysical Year are only the beginnings of man's at-
tempt to understand weather. Before he understands it fully he
must spend much more time and money and accumulate records

CONTINUED

"This one
has the touch!"



Unmistakable! The taste with the
Pabst Blue Ribbon
Touch

Hops are the "spice" of beer. Yet they are prima donnas — apt to vary tremendously in flavor. But Pabst has a way of blending the finest foreign and domestic hops so they always add the same sparkle, the same happy touch of flavor to every brewing.

The way Pabst blends hops is one more example of what we call PBRT — the Pabst

Blue Ribbon Touch. It makes a difference.

Just say "Pabst Blue Ribbon," next time you hear the famous "What'll you have?" question — and taste for yourself.

"The Taste with the Touch" now comes not only in regular bottles and cans, but also in a brand new Snap-Cap Full Quart can.



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Utility wear
for men and boys



Casual wear for
misses and girls



Casual wear for
men and boys

Anvilwear for Fall and Winter prolongs the easy comfort of casual clothes you enjoyed this summer. Outfit all the family in the smart styles of Anvil Brand, Tom Long and J'nettes. Rich colors, easy-to-care-for fabrics. Advanced styles for school and back to school; adult models for today's relaxed informality, and easy-dressing garments for the tots. You can clothe the family liberally with Anvilwear at no strain on the budget as you will see when you visit your dealer.



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Sold only by shoe men because
they know shoe care best

**What are the FACTS
about segregation?**

See **LIFE's** Publisher's
Preview in this issue

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Always carry Tums for top-speed
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Sergeant's
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WEATHER CONTINUED

for many decades. Barring some unexpected scientific break-through, such as occurred in nuclear physics at Los Alamos in 1945, the proof or disproof of theories such as Willett's must simply await the passage of at least another full cycle of 80 years—and four or five cycles would be more convincing. Electronic computers are beginning to be used to analyze weather conditions. Because of the rapidity with which they can cast up sets of figures they may be able to work miracles of accurate short-range forecasting. But they are less likely to be of assistance in climatology because there are no figures to feed them. As we have seen, weather records are of relatively recent date. We know almost nothing of what has happened in the Southern Hemisphere, partly because it is four-fifths water and has not been under careful observation. Red China, until recently a stubborn holdout against the international exchange of weather information, is another blank spot. Yet weather cannot be properly studied piecemeal.

Man's man-made troubles

WHAT is the outlook for weather and for man? At least some modest predictions can be made. One is that man will continue to become more weather-conscious because of better communication and because of his varied weather-affected activities—travel, leisure and business. He will also continue to deceive himself about the weather as long as he reads the front page of his newspaper more carefully than he does its weather charts. He will move into the arid Southwest and, when the water supply dries up, cry "Drought!" He will build a charming, fragile, tropical bungalow in an exposed location on Cape Cod and, when a hurricane blows his structure away, cry "Havoc!" He will continue to raze forests which help moderate weather and then wonder at the floods and wind storms and rising temperatures that plague him. He will sail his boat out of harbor past the storm warnings, confident that he can combat earth's most powerful force, then cry shrilly for help when he finds himself outclassed. He will live farther and farther from his daily job, making himself dependent on good driving conditions, and then curse the "inclement" weather when a half inch of snow glazes the highway and snarls traffic. When a blizzard strikes an articulate newspaper area like Manhattan, he will hail it as a marvel of nature's force, not realizing that if the same storm had struck the wastelands of Montana, he would never have heard about it. He will read with popeyed awe of a new weather record being set, forgetting that every weather bureau has a complete set of records (hottest day, coldest day, wettest month, driest spring, etc.) for every day and month in the year and that it would be a miracle if the records were not broken regularly. He will, at least if he lives in the U.S., generally approve the action of a government which restricts the Weather Bureau to a penny-wise, pound-foolish budget of \$35 million a year—less than the damage bill from a single well-aimed tornado.

Meanwhile, most experts believe, cities will grow warmer and so will the weather, although there is no immediate prospect of palm trees growing in Maine or of Siberia becoming a summer resort. Time will pass and in 100 years, or perhaps 500 years, a cycle may establish itself indisputably, or new evidence will establish new explanations. Then man may learn what controls the thin little life-giving skin of air around his planet.



THE MARCH OF SCIENCE is notoriously slow in the field of weather analysis because it takes many years to assemble enough data to establish trends.



Message of Love—painted for the De Beers Collection by Pierre Ino

¼ carat (25 points) \$90 to \$200
 ½ carat (50 points) \$225 to \$450
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In April, 1956, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

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Remember, color, cutting and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler is your best adviser. Extended payments can usually be arranged.

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De Beers Consolidated Mines, Ltd.

Wonderful Day! Little sister starts out for her first day at school



Four of the finest cottons ever loomed by Mooresville, a member of Burlington Industries, Inc.

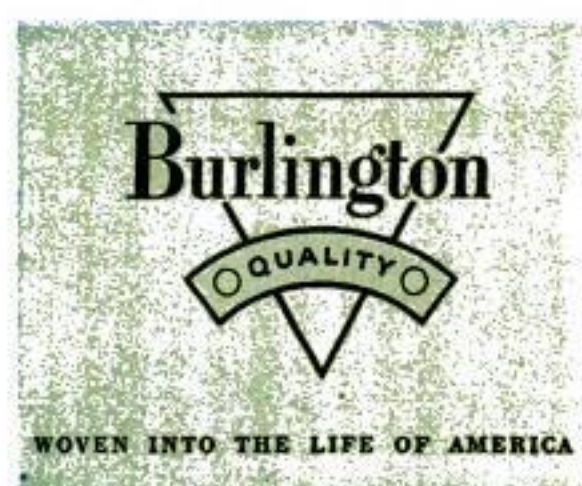
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It's a smart Mom who knows that you do your best when you look your best. And the best-dressed kids go back to school in Mooresville plaids and stripes.

This Fall's new Mooresville cottons are *all combed*... the best quality ever offered at the price. And these *yarn dyed* miniature tartans, plaids and stripes will keep their rich colors no matter how often

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PROPER AND PRIM, DUBLIN HORSE SHOW STEWARDS WALK FROM POSTS AT JUMPING COMPETITION

Horseplay at the Horse Show

GUESTS STEP LIVELIER THAN STEEDS IN DUBLIN'S BIG SOCIAL WEEK

At the weeklong Dublin Horse Show this year, impeccable stewards (above) saw to good form by day but through the nights guests kicked up their heels in elegantly high-spirited horseplay. One of the most fashionable and international affairs of its kind, the August show again delighted its devotees with spectacular jumping competitions, stunning show animals and crisp horse-trading. Then after the events at the show came the sparkle of champagne parties and the hilarity of crowded hunt balls that carried on until dawn.

The young guests pranced through Irish dances like *The Siege of Ennis* and *The Walls of Limerick*, stomped to *When the Saints Go Marching In* and, inevitably, galloped to *John Peel* over and over again. Amid the dancing, the most uninhibited celebrators found some highly unconventional uses for the ballroom tablecloths (next page). When show week was over, the horses were sleek and fresh as ever, but not the guests. "That's why Dublin is so dull the rest of the year," a host observed. "It takes 51 weeks to recuperate."

A COLTISH COUPLE BREAK OUT OF THE CONGA LINE AT THE GALWAY BLAZERS HUNT BALL, THE GIRL BARELY REINING HER PARTNER IN BY THE COATTAILS





CLIMB BY CLOTH from the dance floor to the balcony at Meath Hunt Ball is managed by dangling partygoer who knotted the tablecloth to the balcony railing.

COVER OF CLOTH, whipped by the merrymakers from a nearby table, fails to → interrupt the dancing of a shoeless girl and her partner at the Meath Hunt Ball.

HORSEPLAY CONTINUED



PINK CHAMPAGNE is sipped by Nelson Pessoa of Brazilian jumping team (left) and Dublin Architect John Butler at cocktail party given by local hostess.



PITFALLS OF CHASE are burlesqued by Peter Dawnay entering the ball in wheelchair garlanded with greenery. Friend wheeling him carries a rhubarb stalk.



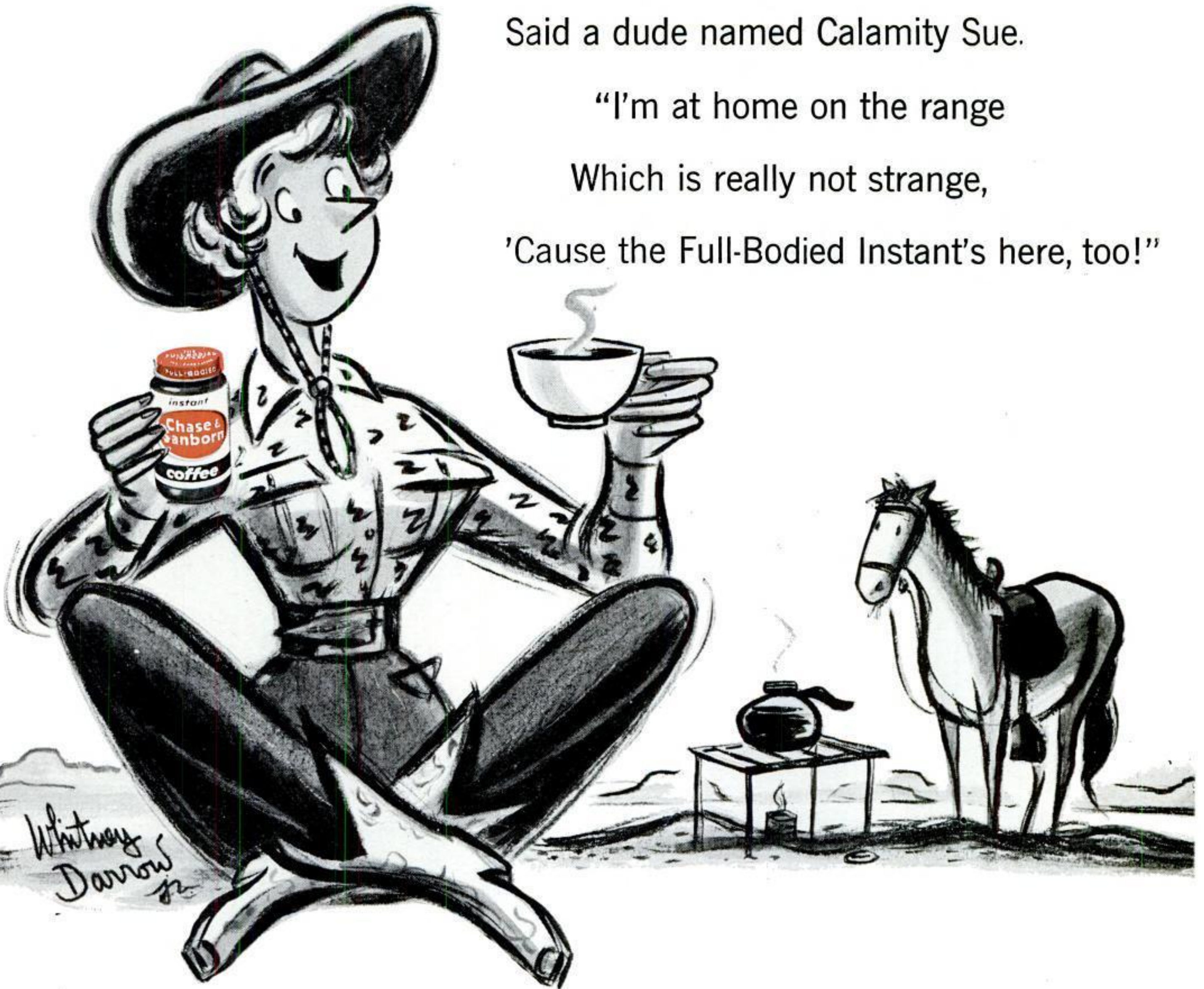
"REMARKABLE COFFEE, Yahoo!"

Said a dude named Calamity Sue.

"I'm at home on the range

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'Cause the Full-Bodied Instant's here, too!"



You Try new Instant Chase & Sanborn...

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THE NEW FULL-BODIED INSTANT

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

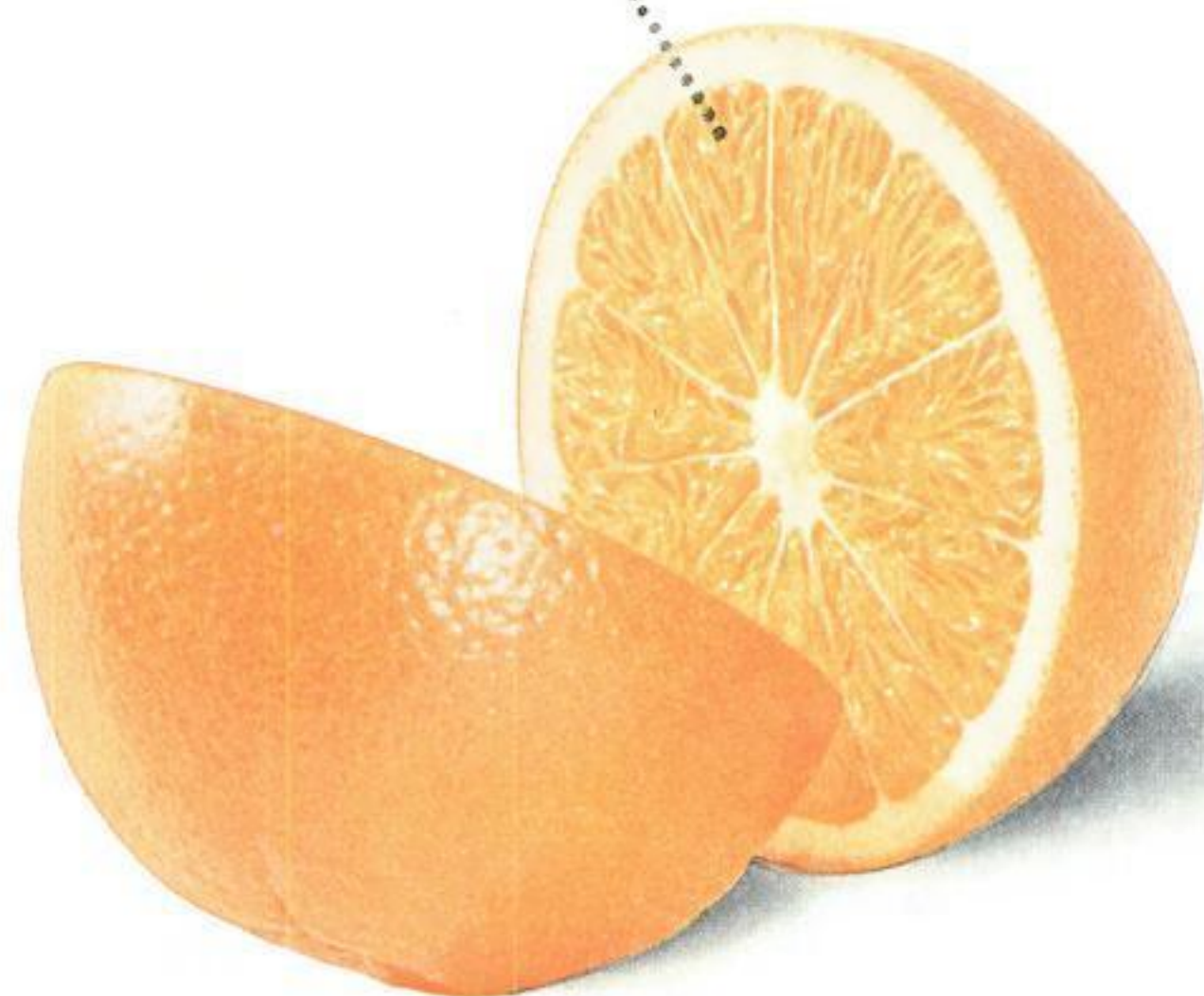
MISCELLANY

A RIDDLE IN MIDDLE OF RAILS

A railroad block signal is a safety device and as such should be situated where an approaching engineer cannot miss it. But to riders on the Pennsylvania-Reading Seashore Lines, one signal in Wenonah, N.J. may seem too emphatically placed. Signal C-119 was once more conventionally located. But when, because of light traffic, the railroad decided to shut down one of the line's two tracks, the signal had to be transplanted close to the other rails. That is how the riddle in a track's middle came about.



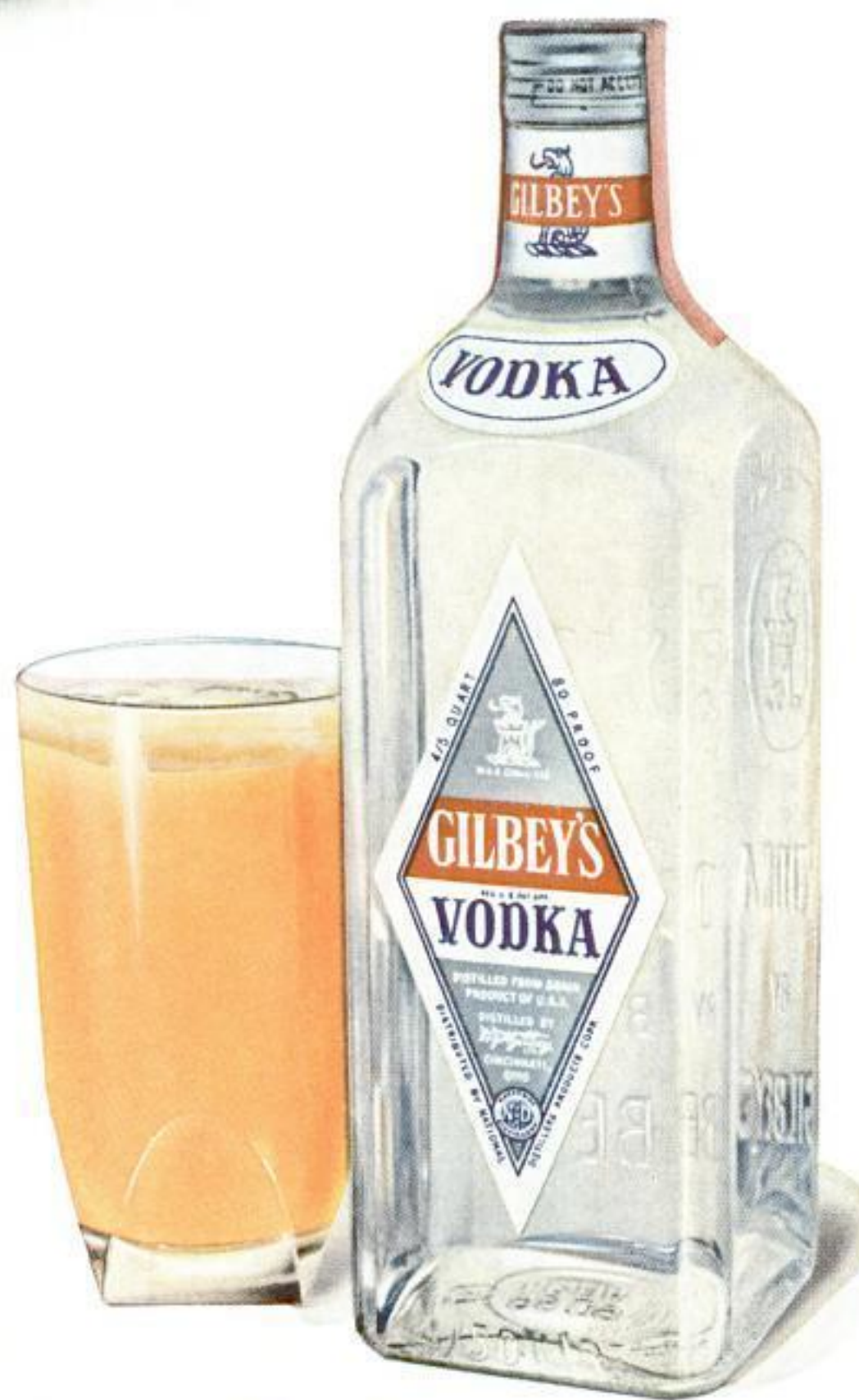
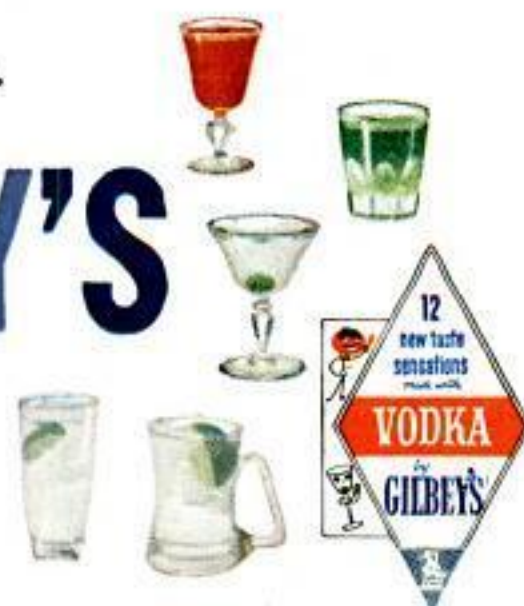
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when I get together with*
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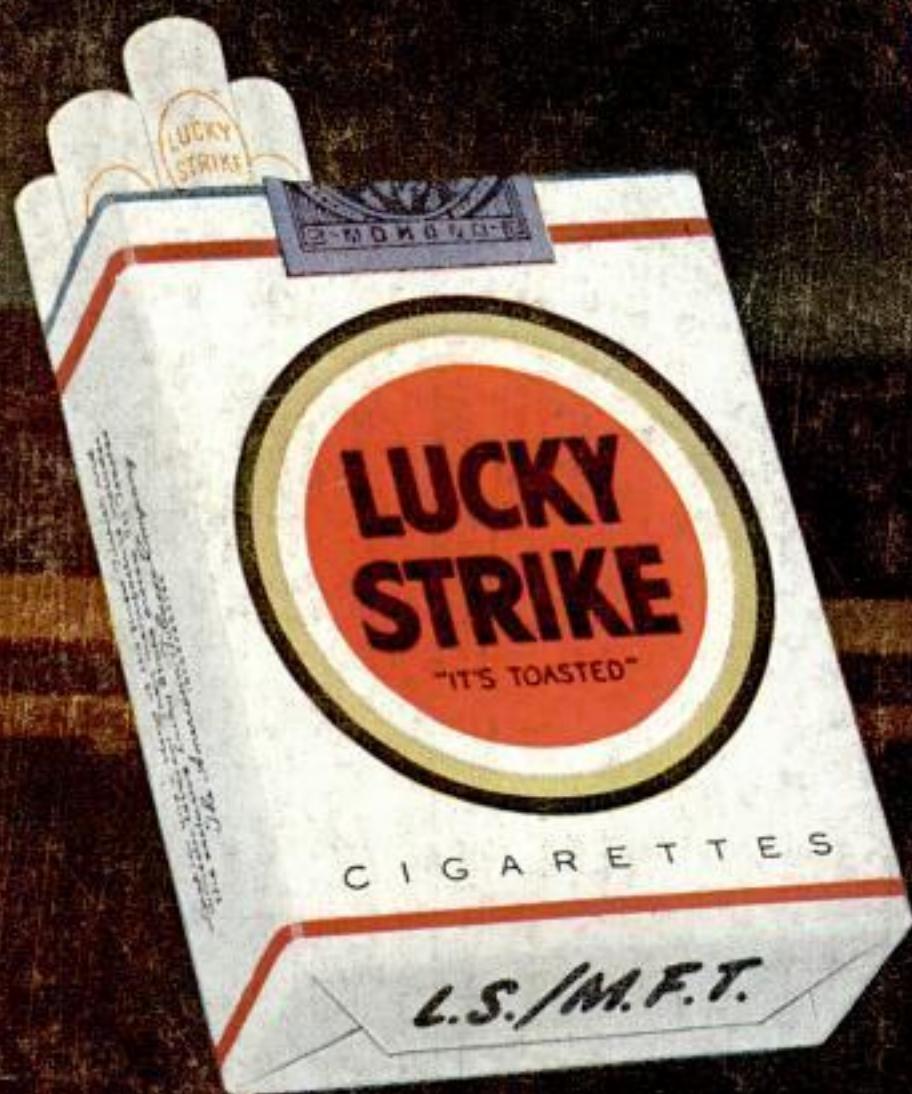


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It's an evening you hate to see end. So you stop for a bite to eat, and you talk, and you're still in no hurry . . .



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